

The Texas Tech San

July-August 1990

Internal Report:

Being an Effective Leader

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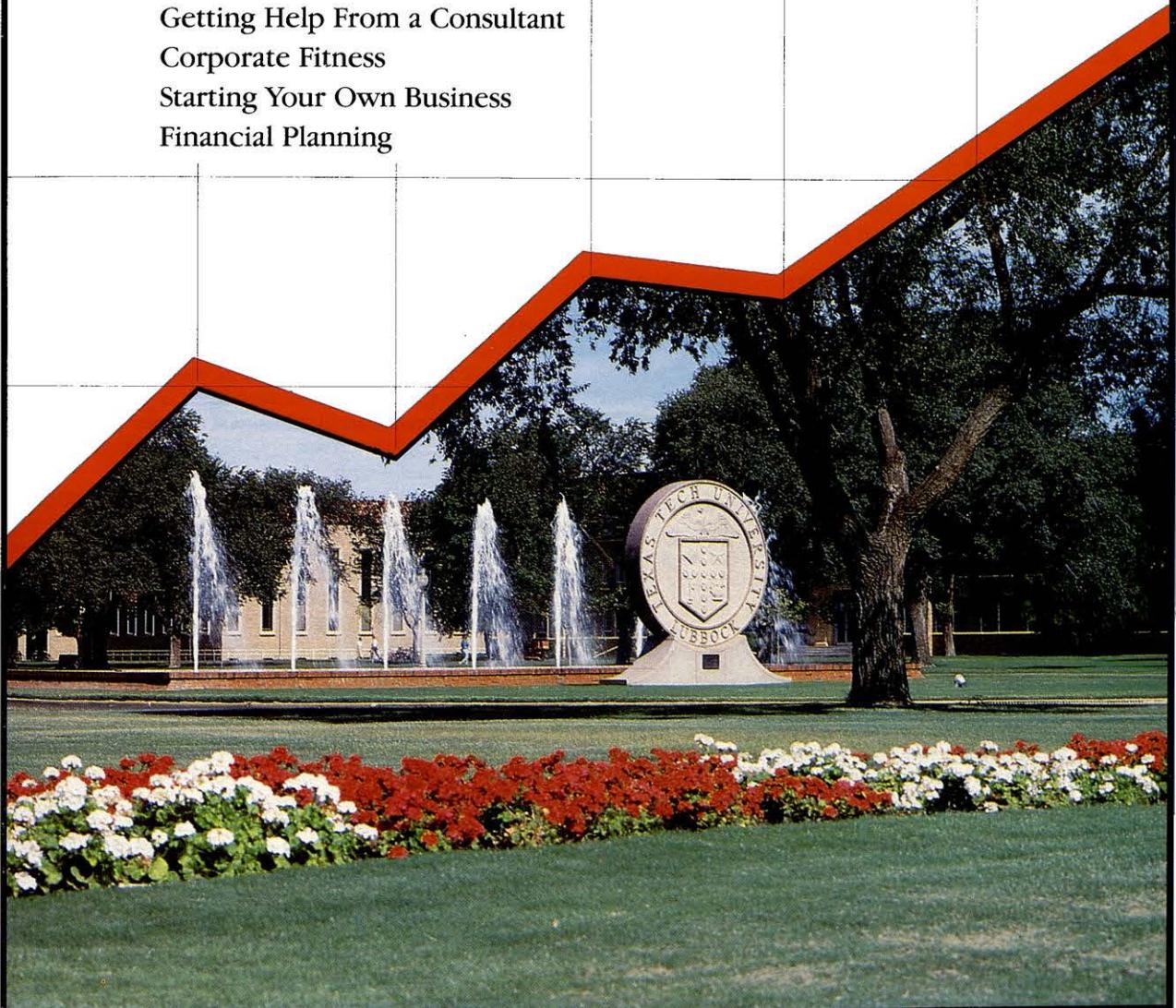
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T R E N D S

How To Be A Successful Leader

BY GAYLE EARLS

PRESIDENT, CEO, TEXAS INDEPENDENT BANK



Gayle M. Earls

Possessing certain qualities and demonstrating them properly is the key to being an effective leader of an organization or business. Many of these qualities are inherent, but others require only common sense, the right attitude and a little pre-planning to develop them.

These leadership "musts" include:

1. Possessing High Integrity. Anyone who is going to be an effective leader of an organization or business needs to have high morals. People respect others who show they are honest as well as ethical.

An effective leader needs to be a respectable person with good character. When co-workers or subordinates respect your judgement, they will look up to you.

2. Giving Personal Treatment. It is very important for a person in a leadership position to treat all the company's employees like people, from the highest person on the ladder to the lowest. It is necessary that every person feels a part of the organization because it takes all positions to make the whole operation run smoothly.

3. Developing Communication Skills. A good leader needs to be able to communicate with all people — those above and below him/her. Good, open communication with subordinates is essential so they do not feel intimidated by you and so they respect you as their director.

It is absolutely imperative that the leader be able to communicate in terms people fully understand. Even beautiful speech and diction fall on deaf ears if the words cannot be comprehended by the listener, or if the instructions are not thoroughly presented.

4. Being Adaptable to Change. An effective leader must be able to accept certain situations and change whenever needed. It is necessary that you be flexible and open-minded to suggestions from other people. If someone comes up with a better way of doing things, you need to be able to accept their suggestions — and implement them. There is no room for ego at the top.

5. Delegating Responsibility. A good leader does not do all of the jobs him- or herself. You need to be able to communicate to your subordinates of all levels what each of their tasks is and what is trying to be accomplished.

Every aspect of a business or organization is important and everyone needs to understand fully what his or her responsibility is in order to make the business a success. It is the job of the leader to delegate that responsibility effectively.

6. Being Energetic. Effective leaders need to be highly self-motivated. When you are in a leadership position, there is no one to tell you what to do. You are your own boss. Therefore you must be motivated enough to do whatever it takes to get the job done.

The more energy you have, the more apt you are to do something to the best of your ability.

7. Being a Strategist. Effective leaders need to be strategic and good, long-term planners. The more responsibility you take on as a leader, the more strategic long-term planning skills are needed.

Furthermore, in being a strategist, you need to have the skill of prioritizing your time so you do not spend too much of it on one thing and not enough on another.

8. Possessing a Positive Attitude. A positive attitude can make all the difference in the world. The attitude you project reflects how other people work, especially your subordinates who are looking to you as an example.

If you show you are motivated, energetic and optimistic, then the people around you will be more likely to act the same way. An effective leader of an organization or business is one who is almost like a cheerleader, always encouraging and motivating co-workers by being positive.

An effective leader should set him- or herself up as the example employees follow. For instance, by showing up every day for work and not leaving early for leisure time, a positive attitude is projected which subordinates respect.

9. Having Good Organization Skills. Without an orderly fashion of organization, a business can not operate smoothly or efficiently. You do not only need to be able to organize your time, but your goals as well.

You have to accomplish number one before moving on to number two. A leader must also be able to organize people. A business may have hundreds of people who need to be organized and placed properly within that company.

This could include being able to recognize the best qualities in people, or being a good judge of character. It is necessary, for instance, in an interview to recognize how and where the individual would fit into the company.

Knowing your own best qualities and your shortcomings — then doing something about improving them — is important in being an effective leader. It can help insure your organization's success, the profitability of the company and the efficiency of the entire organization.

It may be so that a company is "only as good as the help." But when the help reflects the positive qualities and habits of the chief executives and leaders, success is more likely assured.

Heather Yowell '90 interviewed Mr. Earls to obtain the information for this article. Heather majored in public relations at Tech and the Texas Techsan appreciates her assistance.

Daydreams to Dollars	6
What You Need to Know to Own Your Own Business	8
Corporate Therapy	12
In-House Health	14
So You Want to Buy a Franchise	15
Dancing With the Folks That Brung Him	16
Distinguished Alumni Announced for 1990	20
Missing Some Opportunities	44
The Hottest Game in Town	46
More to This Coach Than Baseball	47
DEPARTMENTS	
Letters	4
Tech Today	21
Development Office News: President's Scholars	40
Texas Tech in Retrospect: Chanslor E. Weymouth	42
From My Window: Public Relations 101	50
Association News	51
Class Notes	58
Editor's Notebook: Dual-Ability People	68



Page 42



Page 56



Page 12

ABOUT THE COVER—

The theme of this issue is business — everything from whether to purchase a franchise to how to be an effective leader. We offer you how-tos and information on what profession will be hot in the future. Considering an MBA? We tell you about that, too. Cover picture by Darrel Thomas.

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FROM OUR EXES

Kudos for Chapa

I recently finished reading the March-April issue of *The Texas Techsan* (page 16) which features Mr. Chino Chapa, chief of staff for the Secretary of Education Dr. Lauro Cavazos. I must say that I enjoyed your article.

I moved to Washington, D.C., in 1987 and began working as an assistant to Congressman Joe Barton. It just so happens that Congressman Barton's office is located next door to former Texas Tech student and Congressman Charles Stenholm, where Chino began his Washington career. It wasn't long before I met Chino and started visiting and working with him on almost a daily basis. Although I didn't know him at Texas Tech, he immediately took me under his wing when he found out I was a Tech graduate.

Since that time, I have been fortunate enough to get to know him even better. Although he would be too modest to admit it, the one thing that has been paramount to his success is his ability to work hard, VERY hard. He always put 110% into anything he does, as your article can testify. As you stated in the story, he is indeed the epitome of the American dream.

I know I speak for all Texas Tech students and former students when I say I am very proud of having someone of Chino's caliber representing my university across the United States and around the world.

George D. Waller '86
Washington, D.C.

Leon Hale Fan

First of all, kudos on the March-April issue. Lots of riveting features and the like in there, and the efforts of you and your staff are appreciated by this left coast alum.

That bright piece by Leon Hale (inside front cover) — one of my all-time favorite columnists — was particularly instructive, in that I didn't know that he was a Tech type prior to reading the article. Like Leon, I too ended up going the journalism route, but even more circuitously, following graduation with a degree in business management.

To this day, nobody has ever been able to explain to me why I picked that major, as I possess the business acumen of your garden-variety gerbil. Ended up getting into newspapering by osmosis when, while figuring production at a gasoline plant down in Snyder in the

late '50s, the sports editor of the small daily there bailed out for greener pastures in Corpus and I put in for the job for the sheer, uh, glamour of it.

Actually, what the editor needed along about then was a warm body capable of spelling a few words and stringing them together, so I qualified on that score. I recall the first day on the job when the editor yelled over to me that he needed a 3-column outline, and I responded with, "What's a outline?"

Green as a gourd I was, but eager. Still, it's a living. Over the years, my career has leaned to the pedestrian rather than the exemplary, characterized by a tendency to write too-long paragraphs (see above) (I fixed them for you, Jerry!), and after 21 years with the *Sacramento Bee*, I'm now restively awaiting retirement sometime prior to the start of the next millennium.

One of my all-time favorite columns by Leon Hale is the one about the Chamber of Commerce bull. I'm sure fans of his will remember it!

Jerry W. Jackson '55
Fair Oaks, California

A Helping Hand

Thanks so much to the Ex-Students Association and its contributors for donating the \$500 scholarship to the Miss Texas Tech Pageant. The scholarship will help me finish out my senior year. I appreciate your generosity.

Vicky McDonald
Miss Texas Tech 1990

Words From the Dean

Thanks for your participation and interest in the College of Home Economics at Texas Tech University. Through the years, we have valued your articles on home economics programs, students, faculty and alumni. You have helped capture the dynamic nature of our college through words and pictures.

Thank you for sharing our activities and mission with Texas Tech alumni. We look forward to continued pleasant associations with you and your colleagues at the Ex-Students Association. Since we cannot afford the number of separate functions some colleges host, we try to involve students and alumni in one college celebration, which we did recently during Home Economics Awareness Week. I'm glad you like our approach.

The students enjoy the association with Distinguished Alumni. Several told me that they were so impressed by the alumni that they considered what they would talk about if they were ever honored. The Ex-Students Association Distinguished Alumni Dinner is also very special. I particularly enjoy the videos and thought the 1989 dinner was just great!

Elizabeth G. Haley
Dean, Tech College of
Home Economics

Too Conservative

Your editorial in the March-April *Texas Techsan* (page 60 "Seizing Our Opportunities") has prompted me to write and express some "constructive criticism" about the magazine itself.

I am a loyal *Texas Techsan* who happens to work in an area where many from A&M find employment. I frequently say that I am very proud of the education and experiences I had in Lubbock.

However, I am not a conservative, as when you mentioned in your editorial the conservative nature of *Texas Techsans*, I thought the *Texas Techsan* itself sometimes promotes this conservatism.

Specifically, when Ex-Student board members are highlighted, I see opinions that might be called "liberal-bashing." Sometimes I feel articles I read just give too much emphasis to what some conservative legislator believes.

My point is that Texas Tech is not just West Texas, indeed many of us live in the Dallas-Fort Worth area. The *Texas Techsan* could reflect a more balanced view of the world. I think YOU realize this and my message is GO FOR IT! *Texas Tech* would be better off and maybe we wouldn't miss those opportunities.

John Morris '71
Fort Worth, Texas

(EDITOR'S NOTE: John, the comment in the magazine from board members/legislators come from them, not the magazine staff. Likewise, statements from administrators or faculty are their not ours. The magazine, like any form of good journalism, merely reflects the news and events around us; we don't create them. I appreciate your comments very much. A university is comprised of all types, including political loyalties and right-left leanings. Tech's officials have always chosen to move at slow, steady strides.)

Homesick Texan

I'm sending you a couple copies of the Homesick Texan's spring issue. Your story on Chino Chapa (March-April, page 16) is reprinted in it and came out great! There will be 3,000 Washington, D.C., "Texans" who will read this. I'm sending it to all of them. It'll be great for Chino as well as Texas Tech.

Thanks again. The story is super!

Kirk Dooley '78, Editor
Dallas, Texas

Where's Television???

I appreciated the article "Are Children of the '80s Reading?" in your January-February 1990 issue (page 26). I wish, however, that you had mentioned television at least once.

Many of Dr. Lester Butler's points could easily be interpreted as anti-TV. My own child will read when television isn't an option. You missed a chance to help we educators in the battle of trying to "compete" with the glamour of television.

Theresa Gleason '69
Round Rock, Texas

(NOTE: Thanks for your letter. Wish I had thought to mention this very important point. Excessive TV-watching does appear to adversely affect reading achievement and the amount of reading done. However, moderate amounts of viewing, especially that which broadens experience, stimulates thinking and piques interest, may be associated with literacy acquisition. Balance seems to be the key, as in so many areas of human experience. — Dr. Lester G. Butler, coordinator of reading programs, College of Education, Texas Tech University)

You're Too Kind

It was great seeing you and Dr. Bill at the Engineering Luncheon recently. I really enjoyed the article in the March-April Techsan ("Four-Star Fare" by Kelly Robinson, page 38).

You did a tremendous job with this magazine, and everywhere I go people are talking about how much they enjoy it.

Spike Dykes
Head Football Coach

Were You in the NYA?

I am writing to ask your assistance in locating Texas Tech University alumni who participated in the National Youth Administration (NYA) during the Great Depression. In existence from 1935 to 1943, the NYA was a New Deal program that offered students part-time jobs to earn funds to attend college.

I completed a history of the NYA in

Texas for my dissertation at Texas A&M University in 1988 and am now in the process of turning the dissertation into a book manuscript. The history would be greatly enhanced by some personal accounts of participants.

Unfortunately, state and national records containing the names of enrollees have been destroyed, and I am now searching for former participants

through other means, including alumni magazines and newsletters.

If any of your readers were NYA participants, they can contact me at the University of Northern Iowa, History Department, Cedar Falls, Iowa 50614, or (319) 273-2097. Thank you very much for your assistance.

Carol A. Weisenberger
Assistant Professor

Editorial: 1990 — Year of National Dialogue The Incredible Shrinking Chain

BY DALTON TARWATER, PH.D.

The numbers describing American mathematics education do not add up to a mathematically literate population in the next century. Look, for example, at the number of students who are potential mathematicians, scientists or engineers versus the number who eventually pursue careers in those fields.

In 1977, if all the U.S. students in the 10th grade had joined hands, their human chain would have stretched from Lubbock to the North Pole — about 3,788 miles. Presumably, all those students were studying some mathematics. However, just three years later, if the graduating high school students who indicated an interest in pursuing careers in mathematics, science or engineering formed a human chain, that chain would only reach from Lubbock to Denver, Colo. — about 560 miles.

In 1984, if the students staying on to complete bachelor's degrees in mathematics, science or engineering formed a human chain, it would only have reached from Lubbock to Pampa — about 195 miles. Of those original 10th graders, only one in 20 reached the bachelor's degree level in these fields. Two years later, the chain of the students receiving master's degrees in mathematics, science or engineering would have stretched only from Lubbock to Plainview — about 44 miles.

This kind of attrition results in a bleak forecast for U.S. mathematical abilities in the 21st century. The human chain that could be formed in 1992, for example, by the approximately 400 Americans completing a Ph.D. degree in the mathematical sciences would extend from the Tech Seal to the Mathematics Building on the Circle — about 2,000 feet (or .38 miles). And if the non-Asian minority members of that group were to join hands, they would just be able to corral a picnic table.



Dr. Dalton Tarwater

American rejection of mathematics is a national disgrace that can only be overcome by concerted action on the part of all of us. As parents, students, teachers, community members, voters, tax payers and workers, we are each a link in our national educational chain. To meet the scientific and technological needs of our economy in the 1990s and in the next century, we must greatly increase the number of high school students who go on in mathematically based careers so that we will eventually double the number of bachelor's degrees and Ph.D.s granted each year in mathematics.

United States students are just as capable of learning mathematics as are the young people in other countries. Moreover, U.S. students should be able to compete favorably worldwide.

Quality mathematical education is achieved when the student is encouraged early and often, throughout the public school years, by parents, teachers and others to achieve up to his or her capability in the classroom. American students are as smart as any others. They need encouragement, stimulation and support in order to maximize their learning.



Daydreams to Dollars

CFP Sharon Goldston tells what it takes to achieve your financial goals.

BY DAWNA COWAN

PHOTOS BY DARREL THOMAS

Creating wealth for her clients is Sharon Rafferty Goldston's '77 specialization. She said not all her clients are millionaires — yet. “I like to say I grow my own millionaires,” she said.

Goldston is a Certified Financial Planner and investment broker with A.G. Edwards in Lubbock, helping clients accomplish their financial goals. Hers is a growing occupation as more and more people realize that having a financial plan and goals are imperative to guaranteeing

a comfortable future.

Goldston received her finance degree from Tech in 1977, then earned her Certified Financial Planner designation in 1983. Since then, she has compiled a list of satisfied clients who have sought her out for her advice and financial wisdom.

“Many people have a real problem getting where they want to go because they don't know where that is,” she explained. “Financial planners help people take goals that are daydreams and bring them down into real determinable goals with

numbers in them.”

There is a process, and she suggests that people write down goals, expand on them, and include a time frame for achieving them. Then, clients must put time and effort into accomplishing what they want, she said.

The next step in financial planning is to determine resources. A client's resources include income, investments, savings, company fringe benefits, possible inheritances or windfalls, and retirement distributions.

Goldston then asks about areas in a client's cash flow where some money can be drawn to put aside in an investment program. “We do an analysis of fixed expenses such as mortgage payments or car payments, but variable expenses like money spent on entertainment, eating out and clothes can offer some flexibility and investment possibilities,” she said.

“We figure out how much money

A 25-year-old investing \$40 a month with an assumed 12 percent growth rate will have \$20,000 at age 40 and almost \$260,000 at age 60.

they can set aside every month and still be comfortable with their cash flow," she added. "For some people, that might be \$25 a month and for some it might be \$1,000 a month."

After determining a monthly amount, the money goes into an investment program where it starts accumulating, Goldston said.

"That's really the secret to building wealth. The people who build wealth are the ones who very ploddingly go along month by month putting a little aside into an invest-

things today. People have no idea what kind of situation they can put their families in if they have not made an estate plan."

Goldston said the only way a financial plan can work is to do three things:

1. Be committed to it;
2. Put aside dollars to make it work; and
3. Allow time for the investments to accumulate and grow.

The key to accomplishing goals is to stay with the program. "We en-

ing up with their financial plan for the rest of their lives," she said.

Goldston said she has clients of all ages, from people in their 20s to those in their 80s. Age is not as important as the client's commitment to the program.

"If they have the desire to accomplish their goals and build something, then I'll work with them, regardless of the level of their investments. I'd rather work with people who have a minimal amount of money to invest if I believe they're really trying to grow something."

For instance, Goldston explained that a 25-year-old investing \$40 a month with an assumed 12 percent growth rate will have \$20,000 at age 40 and almost \$260,000 at age 60. "Staying hooked up really pays off," she said.

"The exciting aspect of working with a client long term is seeing the dollars grow as the commitment increases. If the same client is then able to invest \$250 a month at age 40, the investment would grow to \$465,000! All it takes is commitment and time."

In fact, her credo is that you can become financially independent if you are willing to learn, have the discipline to save, courage to invest and time to build. Goldston's only caution is "don't delay."

"Start as soon as you get your first job, and you, too, can grow into a millionaire." T

The way to reach financial independence and wealth is to have a combination of performance on investments, and continually add to the investment program through systematic deposits."

— Sharon Goldston

ment program, and before they know it, there's a lot there. It becomes very exciting."

Goldston said the way to reach financial independence and wealth is to have a combination of performance on investments, and continually add to the investment program through systematic deposits.

Financial planning is just planning your finances," she said. "Making a decision about how you're going to use your money as opposed to just spending it with no direction or purpose.

"The key is that you plan before you spend. Determine what you want economically, determine how to get there, then set it in motion."

Insurance is also an important issue, she said. A person's life savings can be wiped away quickly as a result of an accident. She said it is important to have life, disability, accident, medical, auto and home owner's insurance.

Other important aspects of financial planning include tax planning, planning education of children, retirement planning and estate planning. She said it is difficult, but imperative to think about and plan for family needs in the case of a member's death.

"We need to take care of those

courage our clients to think in terms of at least a five-year program," Goldston said. "Every investment has its heyday and every investment has its low. Don't make an opinion about the program until five years have gone by. Give the markets time to work."

She said she'd like to have her clients for life. "I really encourage my clients to think in terms of keep-

Sharon Goldston



What you need to know

Keeping up with these entrepreneurial Joneses could result in success

*BY STEPHANIE STEPHENS
PHOTOS BY DARREL THOMAS*



Phyllis Johnson Jones of Mirage Image Consulting.

Starting your own business can be an exciting and profitable venture, but it should not be undertaken lightly.

Two successful Lubbock business owners with a lot in common, including their names and the street they work on, agree that starting your own business requires research, financial planning and then a great deal of time.

Phyllis Jones, the former Phyllis Sullivan '78, is the owner of Mail Boxes Etc. USA, a private postal business and communication service center, located at 5217 82nd St. Phyllis Johnson Jones '78 is the owner of MiRage image consulting, located at 4413 82nd St.

Each agrees that being a business owner is not an 8-to-5 job. "You have to work 40 hours a day, not 40 a week," Jones said. "During the Christmas season, we are open from 9 a.m. until 8 p.m. We work 12 hours, and we stay and work after the store closes until we get everything done. It's a long, long day. It takes those long hours, however, for a small business to be successful."

Johnson Jones said she loves to work, and echoed that in order to have the benefits and the good feelings about what you're doing, you have to put in a lot of time.

I think it's a false statement when people say that starting a business means picking your own hours and having weekends off. That is real far from the truth, if you're successful."

Both agree that a certain amount of financial planning is necessary when starting a business.

For Jones, it took a great deal of financial planning to start her husband's and her business. "You really need a good accountant to help you," she said. "You have to make anywhere from three- to five-year projections of how much money you are going to make. When mak-

Own your own business

...and lots of work!

ing these projections, you have nothing to go on except maybe what other people tell you. You have no sales receipts. Nevertheless, you have to do this."

In Johnson Jones' case, a lot of financial planning wasn't necessary because she has very little overhead.

"I chose to work outside my home, but I keep my overhead low. I have three people who work for me, but it's on a contract basis. They only work when I need them," she said. "They are not here every day and that's another way to keep my expenses down. At the same time, I have the help that I need, but I am not just having to keep paying for services that I don't need."

She added that "Unlike many consultants I know, I chose to work outside my home. I retail cosmetics, so I needed a place where people could come in and out and buy the things they need. That wouldn't be appropriate at your home."

Jones' banker didn't really under-

stand what kind of business Mail Boxes Etc. was, she said. He thought it was merely a gift-wrapping and package service.

"He actually asked us how we were going to make a living after Christmas, from January through November," Jones said. "So, we had to teach people the concept of our business before we could even get anyone to look at our financial projections."

Mail Boxes Etc. is called the "post office alternative," Jones said. It provides the services of mailbox rentals, indefinite mailhold, box holder mail forwarding, call-in service, stamps, envelopes, postcards, packing supplies, rapid air shipping, UPS Ground, money orders, packaging, gift wrapping, Western Union money transfers, telegrams, mailgrams, cablegrams, computer letters, telex, facsimile sending and receiving, copy service, business cards and stationery, office supplies, secretarial service, word processing,

phone message service, rubber stamps/name plates, passport/I.D. photos, laminating, film processing, greeting cards, having keys made, flowers (next day delivery) and gift items.

"We try to be a neighborhood private postal service," Jones said, adding that the beauty of her business is the efficiency of getting so much done in one stop.

A number of her customers operate businesses out of their own homes and literally do all their office work in her shop.

"We have sales representatives who literally do all their office work right here," she said. "They are out of town all week. They come in on Friday or Saturday, open all their mail, go through their business mail, have typing done and make copies of what they need.

"They also make copies of their expense report, get their receipts together and mail it. As a result, they've got much of their office work done in one quick step."

Johnson Jones, whose background is in modeling and fashion sales and coordination, got her start when she was still in high school. She ran the teen board and produced all the styleshows for Diana's Dollhouse when it first opened.

She moved to New York when she was 19 and lived there for two years doing modeling. She moved to Los Angeles and continued her career there until 1982, when she moved back to Lubbock. She has been the owner of MiRage for the past five years, since June 1985.

"I work as an image consultant," Johnson Jones said. "I mainly do lectures and presentations for companies and their staffs. I also do a lot of work with community and student groups."

She gives presentations on areas



Phyllis Jones of Mail Boxes Etc. USA.

of self-esteem, behavioral profiling, sales training, business skills, communications, professional dress, cosmetics, skin care and grooming.

Among the businesses to which she has lectured are St. Mary's of the Plains Hospital, Southwestern Bell, Cox Cable, DeRand-Pennington Bass, nearly every bank in town and Southwest Airlines.

"I also do individual work," she said. "I help individuals with their private makeovers, organize and clean out closets, analyze people's wardrobes and do personal shopping. And, I help people with interview skills and developing self-esteem."

Johnson Jones teaches private modeling lessons and has a modeling agency with MiRage. "Our agency does a lot of runway and in-store modeling," she said. "We also do some television and print work. We keep real busy, and that's exciting."

Producing styleshows is a sideline of MiRage, and Johnson Jones does several in the fall and spring and during the Christmas holidays.

Styleshows include commentary, choreography, music selection, theme selection, putting the whole show together, writing, rehearsing and getting the models coordinated.

"I've always been interested in the fashion business, and I have a good rapport with people. I think that is a lot of what it takes."

That and research, according to Jones. She and her husband, Larry, wanted to have a little more control over their own destiny, she said. "We wanted to do something on our own. We did research on what type of business Lubbock needed, what it did not have. We researched it for six to nine months."

They ran across a similar center to Mail Boxes Etc., but it wasn't a franchise. They liked the idea but preferred the national franchise



Phyllis Johnson Jones

which Mail Boxes Etc. offered.

"There are more than 1,200 stores nationwide, but each franchise is independently owned," she said.

"We felt like it was real important for us to have the support of the franchise, since my husband and I were going into a business that we really didn't have any experience in."

Johnson Jones has the experience but continues to research, she said. "My business is ever-changing, kind of fashion- and image-related. There is always something new and different. I have to do continuing studies and research other businesses and image consultants."

Her best advice to persons thinking of starting their own business is to start small and then expand.

She said a person starting a business needs to set up records to show how much money she is going to make and how much she needs to spend in order to make that much.

In addition, she said it is impor-

tant for a person to have financial backing and learn everything they can about the business.

"When starting a business, try to get the best help you can. Try to find a good banker who will give you good, sound financial advice," she said.

Jones said she and her husband bounced ideas off of everybody they ran into before opening Mail Box Etc. "You have to listen to people but you have to listen to your gut feeling as well. You have to go with what you feel is right.

"If you have a strong enough feeling, don't let people tell you that you are crazy to start your own business. Don't let them scare you. It's been an experience that I wouldn't give anything in the world for."

One of the aspects of owning their own business that Jones likes best is being able to try out some of her own ideas and be a little more creative than in other lines of work. "And, you don't have to ask anybody to take off. If the store isn't covered however, you can't take off."

Johnson Jones added that the part she likes best is being able to do what she does best. "I can work as much as I want to, and I can make the kind of money I want to. And, enjoy it."

In fact, there is nothing she dislikes about having her own busi-

"When starting a business, try to get the best help you can. Try to find a good banker who will give you good, sound financial advice."

— Phyllis Johnson Jones

“Advertising is one of our major expenses, but you have to advertise if you’re going to be in business. You have to keep your name in front of people.”

— Phyllis Jones

ness, she said, but it does have a few disadvantages. “Educating the people in our area about what an image consultant is can be very difficult.

“Also, service-oriented type businesses are often considered to be frivolous. It is something that people and other businesses would love to have, but only if time and money permit.”

Without a doubt, advertising is an important part of any business, and the Joneses’ are no exceptions. Both Phyllis said word-of-mouth is their number-one type of advertising, but each uses a full line of traditional methods.

“Advertising is one of our major expenses, but you have to advertise if you’re going to be in business,” Jones said. “You have to keep your name in front of people.”

Each agrees, further, that involvement in professional and community organizations is an excellent way to promote business.

“I am in a business organization called SEA (Sales Executive Association). It’s by invitation to membership, and it’s an example of professionals helping each other and the community,” Jones said.

“We try to do business with each other, and we give referrals. We want people with reputations of doing business well. We have only one of a kind businesses who we would recommend, or people who you would want to send your friends to.”

Jones added that owning her own business has had another plus — it has made her more community-minded.

Johnson Jones is a member of Junior League of Lubbock, American Business Women’s Association, the Chamber of Commerce, Women’s Division of the Chamber, and the Executive Forum.

The two women have backgrounds and characteristics helpful in achieving success in their own businesses. First of all, neither is averse to hard work, a prerequisite to success.

Jones majored in merchandising and minored in marketing at Texas Tech. “At the time, I was real interested in the clothing industry,” she said. After graduating, she moved to Dallas and worked for a year in the Neiman-Marcus training program for buyers.

Then she married and moved back to Lubbock, helping Larry, who was a sales representative for Wrangler Jeans at Bluebell Inc. She also coordinated the Lubbock Men’s Market.

They have operated Mail Boxes Etc. for almost five years and have successfully opened a second store in Lubbock at 4th and Loop 289 in the Albertson’s Shopping Center.

Johnson Jones began working in retail at the age of 15 at Russell Stover’s Candy Store, then as man-

ager of John’s Jeans, both formerly at the mall. She worked at Dillard’s then moved to Diana’s Dollhouse. At Texas Tech she studied fashion design and business before moving to New York as a model.

“I have a lot of background, and I think that’s one of the reasons I’ve done so well,” Johnson Jones said. “I’ve worked in all kinds of businesses all across the state.”

Jones attributes part of her business success to her belief in hard work. “My parents raised me to believe that hard work was good. That’s the way I grew up. I did everything from helping around the house to working on the farm. I’ve even sold watermelons along the side of the highway.”

The women offer one last piece of advice to prospective business owners. Johnson Jones suggests that it might be easier to start a product-type business than a service-oriented business, because people do not leave with something in their hands in a service business.

Jones suggests that when considering the kind of business to open, just be sure you start out in one where you have some background or familiarity.

Then, add in a hard work ethic, sound financial advice, common sense and dedication to the success of the business, and you’ll be on the road to attaining just that. 



Phyllis Jones

Corporate Therapy

Consultants coach business people to better effectiveness.

BY DAWNA COWAN AND CATHLEEN RUIZ

Those who make a career of looking into the future have said the 1990s will mark a change from a technologically oriented nation to one that is service-oriented. With this shift in emphasis will come a new breed of service-providers — the consultant.

As competition increases during the decade, so will the need for marketing consultants to design tougher strategies to stay ahead of the competition. Likewise, there will be a need for management consultants to improve internal relations within corporations and tax

consultants to keep up with the ever-changing laws.

Consultants will benefit companies by offering an unbiased opinion of a company's weaknesses and formulate solutions. They can also work with executives or employees on anything from managing their money to picking out insurance or improving their communication.

"A consultant must have a marketable skill," said Dr. Pamela Kiecker of the Tech marketing program. "They need formal business

training and maybe managerial experience to be a marketing consultant."

Many consultants are making a move to become self-employed. These people are highly self-motivated, have good social skills and are well connected within their working community, Kiecker said.

"You have to let people know you're on your own."

Vince Menard '84 recently started his own tax consulting business, Atlantis Tax Management in Roswell, Ga. "You're always selling yourself," he said. "Even when you're working for a client you have to perform well and sell yourself and your service. Good performance helps you get referrals."

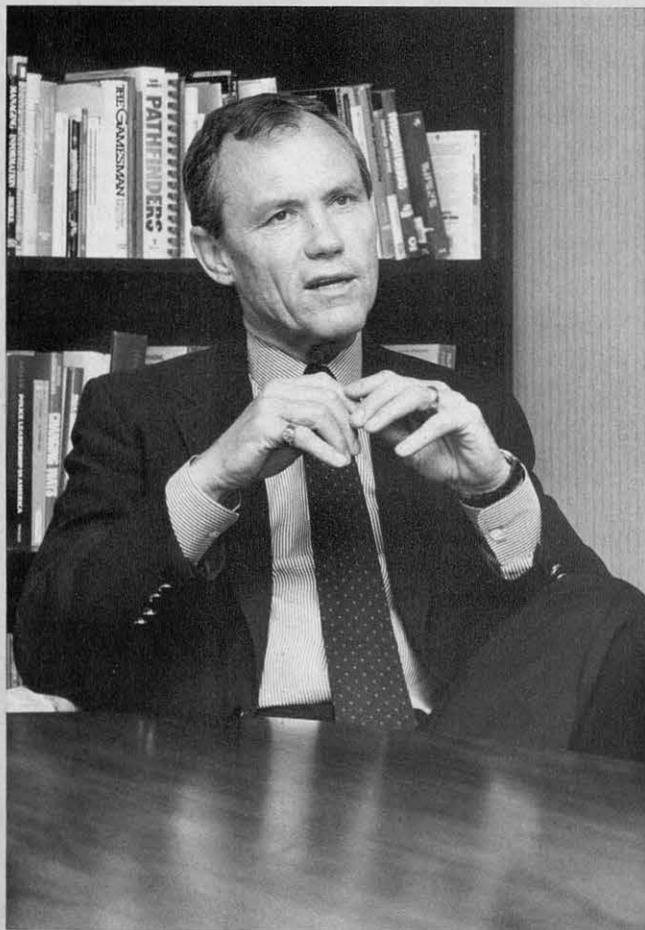
Atlantis Tax Management specializes in companies that manufacture a product.

"It's a lot of hard work, but it's worth it," Menard said. "I've learned a lot more about tax consulting by being out on my own rather than just working for one."

Some people assume that compared to other jobs, consulting seems to be a way to earn an easy living. This, however, is not the case, according to Margaret Z. Grimes Couch '74 of Lubbock.

"There is a misconception that self-employed consultants are free from a boss," said Couch, owner and president of Performance Associates. "Actually we have a lot of bosses."

Couch is a communications and management consultant for corporate and industrial businesses. As a neuro-linguistics practitioner (the science of verbal and non-verbal communication), she uses her expertise to train people in the art of effective speech patterns, as well as increase their knowledge of human behavior. Her workshops offer man-



DARREL THOMAS

Claude Dollins

agers an opportunity to learn more about hiring and selecting key personnel, how to motivate their staff and develop a team through enhanced awareness and increased "people literacy," she said.

"To achieve the competitive edge in business, professionals must be conscious of what they do right and be able to consistently reproduce their best performance," Couch explained.

She provides training to corporate managers and their staff to help them realize their individual strengths which develop self-esteem due to increased self-awareness.

"Without a clear understanding of human behavioral norms and personal insight, it is difficult if not impossible to be our most effective," Couch said. "Human beings tend to duplicate throughout their lives the relationship patterns they developed in their early years.

"When people develop the ability to recognize their particular pattern it creates new options for growth. They not only understand themselves better, they also can begin to understand, adapt and relate effectively with others."

As Couch's approach might be viewed as a "corporate therapist," another consultant, Claude Dollins '73 of Lubbock, calls himself a "coach." The corporate world is his playing field and chief executive officers are his players.

"I'm an executive coach," said Dollins, who received his master's degree from Tech. "I coach executives to be more effective in their leadership style, working with their organizations and their management skills.

"I'm a skill-oriented person. I'm not a rah-rah motivator," he said.

Dollins does not do much crisis management. He tries to help people be as effective as they can be in their respective roles by working on a one-to-one basis with business owners, CEOs, managers, and with individuals like sales people, in small groups.

He believes in levelling with the people he works with so they can get positive results.

One aspect of American business that seems to be lacking, in Dollins'



Margaret Grimes Couch

opinion, is effective communication, and this causes problems. Many professionals do not realize that much of their business' internal problems are the result of ineffective communication.

"Professional businessmen and women seldom fail due to technical incompetence. We fail all the time because of our inability to manage ourselves and our relationships," he said. "If you want to be in the business world, I'd hope that half of your training would be in what I call interpersonal skills."

In Dollins' view, smart people hire employees with the ability to relate to other people, and the successful executives are those who can communicate effectively.

Besides communication, other problems faced by corporate and business administrators are time management, frustration, depression and being out of focus. All of these

can be used to explain why people may not perform well at work.

Though consultants find their work both challenging and rewarding, they do admit to working long hours and traveling a great deal. But for those who possess the necessary talents to be effective at it, consulting will be one of the professions in demand in the '90s.

Americans are a society in a hurry. With the push toward profits, and the adage that time is money, consultants who can offer managers quick and accurate information to improve the operation of their business, their personal effectiveness or their profitability will be a valuable commodity.

Couch sums up the attitude of the entrepreneur of today with this motto: "If we don't have fun, enjoy our business and want to be Number 1 at what we do, we need to find another line of work!"

In-House Health

Businesses realizing need for fitness experts and facilities for their employees.

BY KIM DAVIS



IAN HALPERIN

Buck White of Lubbock visits the Methodist Hospital Rehab Lab where he receives supervision from intern Eric James.

Professional people across the nation, particularly those in sedentary jobs, are discovering the need for physical fitness. Businesses ranging from hospitals to major corporations are starting to build fitness centers on their premises and are, consequently, realizing the need for experts to direct those centers.

Large corporations are spending extra dollars to have state-of-the-art gyms built directly in their own headquarters, and hospitals are expanding rehabilitation wards to full-fledged fitness centers.

Even lunch hours are becoming less popular as an eating break. Instead, many people are going to their corporate gyms to work out. Because of this growing fitness craze, the demand is tremendous for fitness experts, according to Dr. Mary Owens of the HPER department.

Some 150 majors are enrolled in Tech's corporate fitness program, which requires each student to complete an internship before graduating. Dr. Elizabeth Hall, a professor in the department, advises the commercial and industrial fitness majors.

Jeff James '89 explains why Americans are so "fitness crazed." He said, "Healthy equals happy. And happy equals productive. Americans are realizing the connection between healthful living and a happy life."

James said that fitness technicians oversee the facility's operations and prescribe individualized programs to the center's members. "A lot of people don't realize the need for fitness experts," he said. "People think they know what they're doing, but in reality, they're hurting themselves three or four times a week when they come to work out."

James said technicians take into account each individual's risk factors — such as whether they smoke or have high blood pressure — before prescribing the best personal workout program.

Individual programs are then based on cardiovascular endurance, lung capacity, body composition, muscular strength, flexibility, weight and blood pressure.

"We also help people with weight-loss programs by teaching them better eating habits and a proper diet," he said. "At Texas Tech, we were required to learn a lot about various nutrition guidelines. It's important

to know what's best for the body both inside and out."

Dee Dee Ninemire, who graduated in December, did her internship with the Marriot/GTE Place in Dallas.

"Corporate fitness is important to employers," Ninemire said, adding that many potential corporate employees are more willing to take a job with a company that owns and operates its own workout facility.

"Employees like the facility because they see it as a caring gesture for the boss to want them healthy. On the other hand, the corporate heads see it as a way to keep their employees healthy, which increases productivity and cuts down on illness and absenteeism."

James added that employees tend to see better insurance premiums if they're working in a job that has a fitness facility. "Healthy employees are not prone to illness," he added.

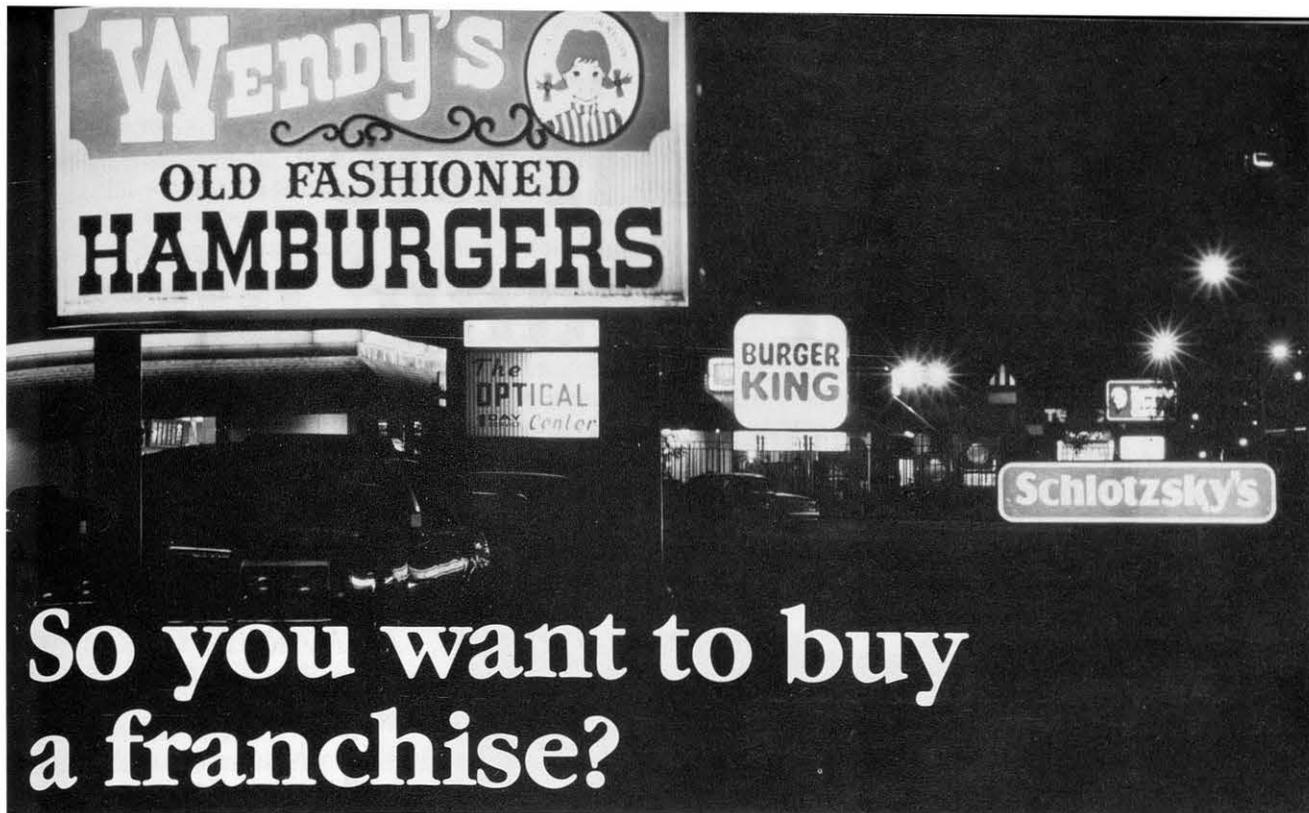
Nationwide, besides just health clubs, fitness centers are springing up in hospitals, rehabilitation clinics, recreational centers and corporate headquarters.

"Many fitness centers employ people who have no training in exercise science," Hall said. "Eventually, corporations will see it is in their best interest to keep executives and employees fit. On a business level, fitness holds the potential for keeping health care costs low."

The job market for graduates in sports science is tremendous, according to Owens. "More and more people are learning the importance of fitness."

"People think they know what they're doing, but in reality, all they're doing is hurting themselves three or four times a week when they come to work out."

— Jeff James



IAN HALPERIN

So you want to buy a franchise?

BY LINDA WALKER

Owning a franchised business is not necessarily the road to Easy Street. In fact, according to Dr. Shelby Hunt, Paul Whitfield Horn Professor of Marketing at Texas Tech who has made a 10-year study of the subject, individuals considering purchasing a franchise should investigate the business thoroughly before signing the contract.

Hunt defines franchising as "a system of distributing goods and services" by which "one party (the franchisor) grants to another party (the franchisee) the right to distribute or sell certain goods or services."

In addition, "the franchisee agrees to operate his business according to a marketing plan substantially prescribed by the franchisor," and "under the trademark or trade name owned by the franchisor."

There are key advantages to being associated with a franchise chain, according to Hunt. For instance:

1. You get the franchisor's tradenames, trademarks and products;
2. You get certain assistances franchisors can provide before you open your businesses;
3. There are certain continuing as-

sistances franchisors can provide franchisees after opening their business.

"The use of the franchisor's tradenames, trademarks and products is sometimes a powerful advantage in competing with a completely independent operator," Hunt said. "Many times the trademarks are well known, and thus tend to increase business."

Prior to opening, the franchisor may offer assistance in site selection, plans for buildings, finding supplies, training employees, and even with the grand opening, he added.

After the business has opened, the franchisor may even provide help with bookkeeping, advertising, supplies and field supervisors.

Situations, like franchises, vary, however. Hunt also suggests four disadvantages of buying a franchise, rather than setting up a completely independent shop:

1. A franchisee must sacrifice some control over his or her business;
 2. The franchisor may not deliver on his or her promises of assistance;
 3. Franchisees must pay franchise and royalty fees; and
 4. Franchisees may have their franchises terminated or not renewed.
- "If a franchisee has a high need to

be truly independent, then owning a franchise and the restrictions that brings, can be a very frustrating experience," Hunt said.

If the franchisor fails to provide the necessary assistance, the franchisee may suffer large financial losses, he added. "The franchise and royalty fees must also be a reasonable amount to make owning it a good deal."

One must also consider that the franchisor can decide not to renew the contract. In that case, the franchisee may have significant losses in having to revamp the business.

Hunt suggests that anyone considering buying a franchise investigate the company before investing in it. "Most people won't know exactly what they have bought until the contracts are already signed," he said.

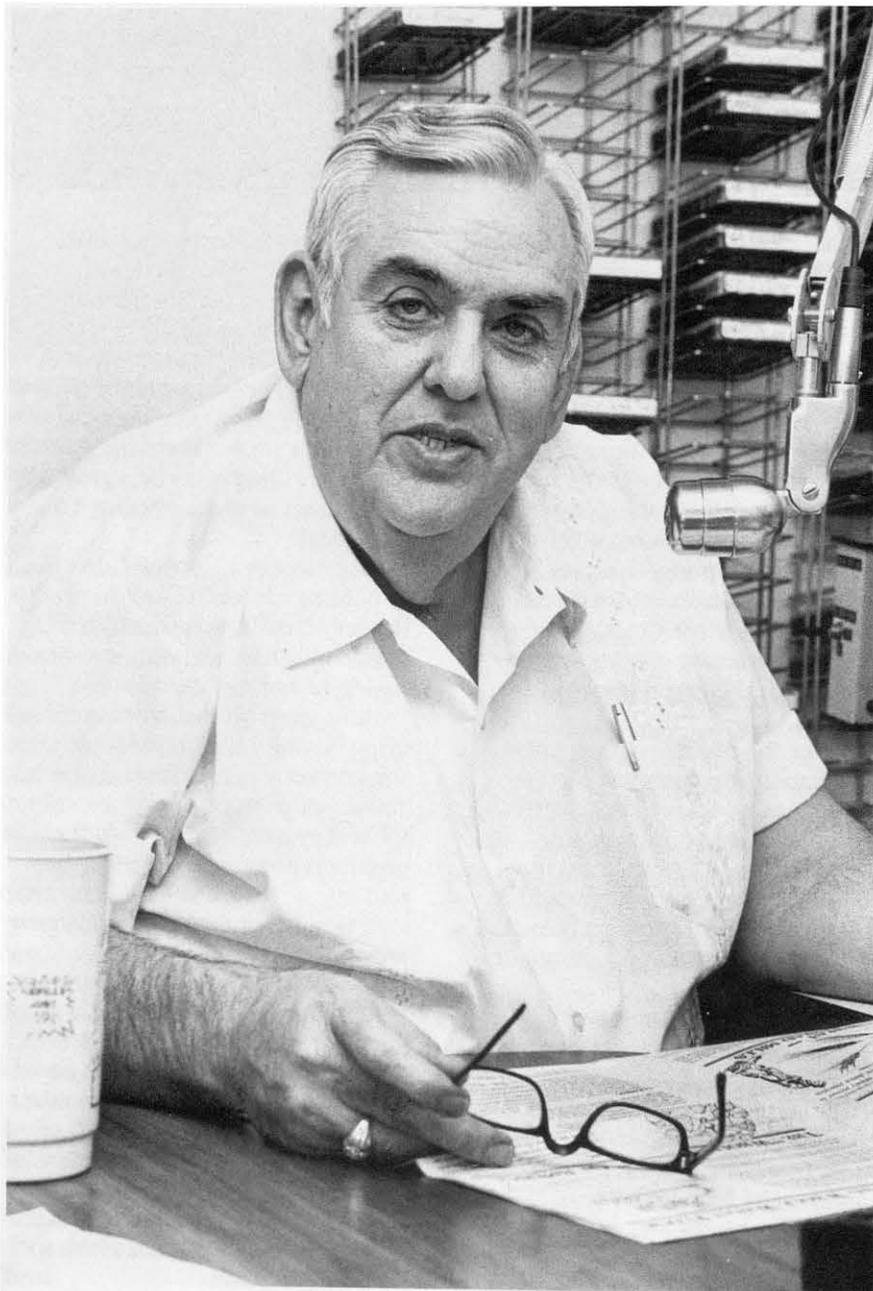
"Owning a franchise is not a guarantee of business success.

For individuals interested in this type of business venture, Hunt advises that they first decide what kind of business to start. The purchaser should then decide whether to buy a franchise or to set up an independent shop.

"Only after making these decisions should a potential purchaser decide which kind of franchise to buy into," he said.

Dancing with the folks that 'brung' him

Ed Wilkes acknowledges his rural roots and is grateful for his listening audience that's 'bigger'n' Dallas.



DARREL THOMAS

BY MARSHA GUSTAFSON

The bottom line of anything "Big Ed" Wilkes '56 does is not how much money it will make for him, but how much fun it's going to be. His "office" is a radio studio, 12' x 14' in size, full of equipment and microphones that squeak when they're adjusted. A large round table dominates the room. Around it Wilkes, comfortable in just his sock feet, sits with his guests. They talk, drink coffee and "sody pops," and he reads commercials from a pile of papers torn from the phone book or newspapers.

"It's not too attractive," he said with a grin spreading across his broad face. That doesn't matter, though. Big Ed's objective is to make even the most tense and frightened guest feel right at home.

A native of Blue Mountain, Ark., and self-described as having a "Route 4 personality," Wilkes hosts a Lubbock morning radio show where he conducts live interviews peppered with his own down-home adages.

"The Big Ed Show" is a combination of modern-day technology and old-time radio. That is by design, not accident. Wilkes, 6'4" and 250 pounds (give or take a few), is a well-known and successful businessman with a soft heart for people, old times and old places.

One Monday morning recently,

"Big Ed in the Morning" — friendly controversy.

the guest on Big Ed's show was none other than himself. The Texas Techsan (Editor Marsha Gustafson and Assistant Director and weekly co-host Jim Douglass) turned the tables and had Wilkes on the answering end of the questions.

"I was born, reared and ruined in Arkansas," the 59-year-old Wilkes said, adding a characteristic laugh. His father moved the family to West Texas in a 1940 Studebaker, and the trip took three days. They arrived on Christmas Eve 1942. "It was the Grapes of Wrath, I'm telling you," Wilkes said. He was 11 years old.

It was more by accident, or as he says "the prayers of his Mama," that he got into the radio business. He was southwest sales manager covering Texas, Louisiana, Oklahoma and Arkansas, for a company out of Canada called the Western Peat Moss Co.

"Then I met this beautiful brown-eyed woman," (wife Marsha Dowdy Wilkes), he said. "All of a sudden, all that traveling and frivolous living was not fun anymore. I wanted to be somewhere close to where she was."

Wilkes ran into a college friend

named Bob Ethridge, who was farm director at Lubbock radio station KFYO. He was in the process of moving to another station in Dallas. When Wilkes inquired about where he could find a job in town, Ethridge said, "Why don't you take my job?"

"I said, 'I ain't never been inside a radio station,' and Ethridge said 'I can tell that just by listening to you.'"

Wilkes met KFYO's Bob Nash and within days he was named as the station's new farm director. It was July 4, 1962. "Those were great times for me," said Wilkes, who added that he has gotten out of bed at 4:30 every morning since.

His career with KFYO provided Wilkes with some strong friendships, garnered over the 17 years he was with the station. Plus more than a few unforgettable events.

Like the time he and Channel 11's farm reporter, Gene Linn, were attending Ag Day ceremonies in

"The land down there is sandy and we were stuck right in the man's field. Two farm directors stuck in the field we were stealing from."

— "Big Ed" Wilkes



DARREL THOMAS

Big Ed and Bud share a laugh at the end of their morning talk show.

Brownfield one summer. Wilkes and Linn stopped the county agent and asked where they could find some good watermelons. The agent directed them about three miles out of town to a farmer who had some huge melons in his field.

"We backed the station wagon up and well, there were just so many of those big, nice watermelons, we ended up with the station wagon plumb full — about 15 or 16 of them. We needed that many to take back to people at our stations, you understand."

"Now, there was some of them folks (at Tech) what would drink a little of that beer and stuff. (Pause) Of course I didn't know 'em."

— "Big Ed" Wilkes

Then something happened they hadn't planned on.

"The land down there is sandy and we got stuck right there in the man's field. Channel 11 and KYFO's farm directors stuck in the field we were stealing from."

Wilkes said they decided against unloading all the watermelons and to just walk up to the farmhouse and say they'd gotten stuck turning around. Then, ask to borrow the tractor. To Wilkes' horror, the farmer said, "Sure. I'll go down there with you. I don't mind a 'tall.'"

"He hooked on to our car and by then he could see the thing was laying level with his watermelons. So I said, 'I sure hope you don't mind us taking a few watermelons.' He said, 'Did you-all steal those watermelons out of my patch?'"

"He wasn't going to let us off easy. 'Yes, sir,' Gene said. "Then, 'I tell you what, if you won't mention this, we'll give you the best publicity you've ever had.'"

"We were known to steal a few onions or watermelons or roasting ears," Wilkes said. "But this was the only time we actually got caught doing it."

Through the years, the personable, low-key Wilkes has gathered a

following of dedicated listeners and friends. When off the air, he speaks an average of three times a week to charitable, church and educational organizations. Along the way, he earned the Distinguished Service Award from Texas Tech.

It was at the University, which was Texas Technological College then, where Wilkes met many of his lifelong friends.

"I was at Tech from 1951-56, four years and one semester," Wilkes said. "I was a farm boy in Hockley County, so I was an ag major from

the first day. W.L. "Runt" Stangel was dean. He was a little, bitty guy. Of course, I didn't call him 'Runt' until I'd gotten out of school and we started playing golf together."

Wilkes said he was a "less than mediocre student" his first year, then he decided to get serious about school. He was in Saddle Tramps, the Student Senate, Ag De-



DARREL THOMAS

Wilkes is a regular speaker at civic, church and school events.

partment programs, and a member of a fraternity, which, according to Wilkes, was unusual for a farm kid.

"Tech had 3,500 students when I started, and 8,500 when I got out. Everybody knew everybody, and that was the fun part. If one fraternity had a party, everybody went. Now, there was some of them folks what would drink a little of that beer and stuff. (Pause) Of course I didn't know 'em."

College days were fun for Wilkes, he said, recalling an occasion when he talked his father into letting him buy a tuxedo. Being a big man, he said he didn't just go out and rent a tux easily.

"I'll never forget that tux. It cost \$60 at the old Cobbs Department Store. I also bought a pair of brogan work shoes at the same time. Summer was coming on and I was headed to the farm to work.

"My dad was sittin' at the desk paying bills one night and said, 'Did you buy this?' and I said, 'Yes, sir. You said I could buy that tux.' He said, 'Did you get these brogan shoes?' And I said, 'Yes, sir.' He said, 'Well, I can tell you one thing, boy,' he said, 'You were probably the best-dressed farm boy at that college."

"I always say, the years I was a boy here were the greatest time to grow up in Lubbock, Texas," Wilkes said. One of his favorite phrases, attributed to former mayor and longtime friend Dirk West, is "Wouldn't it be nice if we could move back to Mayberry," referring to a time when things were slower and simpler than now. "A time when nobody had to worry about too many things," Wilkes said.

Although sentimental about the old days and simpler ways, Wilkes has proven himself to be a successful businessman. He has been involved in developing commercial real estate, and developing, owning and operating shopping centers in Lubbock. His production company launched the career of Mississippi comedian Jerry Clower through MCA Records and produced Clower's first five albums. He also produced two albums for humorist Jerry Jordon, including his "Telephone Call From God," and two

albums for humorist/comedian Bob Murphy of the television show "Nashville Now."

He and fellow investors bought and combined the old KDAV and FM-99 radio stations, owning them until 1976. He now leases radio station KFMX-AM, which, according to Wilkes, is "kind of a unique idea."

"We program it, put good music and personalities on as hosts, and go after the 35, 40 and up crowd as listeners. That's a pretty neat crowd to be dealing with," he said.

"I'm a one-man operator, except for Bud (Andrews) here, who operates all the equipment. That's like being Hopalong Cassidy, though, and having Gabby Hayes. For me, it's been an exciting career, because I love living in Lubbock and doing what I do."

Five years ago, Wilkes suffered congestive heart failure, which he admits changed many things. He used to say he wanted to be a multimillionaire by the age of 40 and live a fine life. He came out of the ordeal grateful for, and fully aware of, his need to be content with the life he has.

"I found out during that time that a lot of people really cared for me," he said. "And when you get all the trash out of the way, what is it that you and I want more than any one thing? Is it money? I don't think so.

It's for somebody to love us just like we are — old, fat, gray, whatever you think of yourself.

"I found out that there were hundreds of people who cared about me, and I needed not to be disappointing them. I realized I was more than just a voice on the radio to a lot of people. I also learned what total devotion was because I found that in my wife.

"We are all so important to somebody. It often takes something tragic or near tragic to happen before we realize it, and that's a real

money, though, because it is not the highest paying profession in America. What the listener enjoys is what's important. And if you maintain integrity on every level, then the money will take care of itself.

"I try to make money, that's true. I miss one paycheck and I'm in the penitentiary," he said in characteristic humor. "Really, that always takes care of itself. I never have had more than I needed, but there's always been enough."

Wilkes' family is a strong factor in his life. His wife is an artist whom

"I think a lot of our problems today are caused when we let the most precious thing, our loved ones, slip away from us because we're so involved with money."

— "Big Ed" Wilkes

shame."

Looking back over his life and his career in radio, Wilkes said he really wouldn't change anything, even if he were given the chance.

"This is a people-oriented business. Folks get into broadcasting for a lot of different reasons. Maybe it's ego, maybe it's other things. You don't get into the business for the

he calls "a sensible, beautiful lady," and they have three children who have been no problem to raise.

"And I praise the Lord for that," he said.

"It seems pretty evident to me that the most important thing you and I do is teach our children and protect our home and make it a haven of rest and comfort. Sure, we have problems like anybody else, but I think a lot of the problems today are caused when we let the most precious thing, our loved ones, slip away from us because we're so involved with money."

Wilkes puts a low priority on problems and said what counts most in his job are the people who call in during his early-morning show. "They just make my day," he said.

As television host Pat Sajak recently said (tongue-in-cheek), "By the year 2000, one of every five Americans will have their own talk show."

If so, it is fair to say that none of them would have the popularity that the "Big Ed Show" has in Lubbock. His listening audience may not be the largest, but they're the most loyal.

"It's a fun job," Wilkes said. And that, after all, is what's important. 



DARREL THOMAS

Big Ed answers a listener's call on his speaker phone.

Distinguished Alumni announced for 1990

BY PEGGY PEARCE

Four outstanding graduates of Texas Tech University have been selected to receive the title of Distinguished Alumnus.

Chosen on the basis of significant contributions to society through their lives and their work were J.C. Chambers '54, Lubbock; James W. Lacy '49, Midland; Judge Rodrick L. Shaw '47, Lubbock; and William B. Snyder '55, Bethesda, Md. The awards presentation will be made during a 7 p.m. dinner, Nov. 2, at the Lubbock Plaza. A reception will precede the event at 6:30 p.m.

Tickets for the dinner are \$20 each, available through reservation. Write: Distinguished Alumni, Texas Tech Ex-Students Association, P.O. Box 4009, Lubbock, TX 79409; or call (806) 742-3641.

J.C. Chambers

A lifelong resident of Lubbock, Chambers graduated from Texas Tech in 1954 with a degree in marketing. He immediately launched a distinguished career in life insurance sales and has been an agent for Massachusetts Mutual Life Insurance Co. since 1957.

Chambers is a life and qualifying member of the Million Dollar Round Table and life member of the Texas Leaders' Round Table. He has received the National Quality Award since 1960 and is a member of Mass Mutual Leaders of Leaders.

He received the Chartered Life Underwriter designation in 1965, and was named Man of the Year by the South Plains Association of Life Underwriters in 1966. He served on the board and executive committee of Texas Life Underwriters from 1970-73, and was president of Mass Mutual Agents' Association in 1978-1979.

The executive has devoted his entire adult life to his community through board membership positions for such organizations as the

Lubbock County Hospital Board, South Plains Council of Boy Scouts, the Brazos River Authority, University Civic Chorale, Methodist Hospital Foundation and the advisory board of the Southwest Institute for Addictive Diseases.

Chambers is president of the Texas Tech Foundation and has headed the Ex-Students Association, West Texas Museum Association, Lubbock Club and Red Raider Club. Besides serving Lubbock's United Way as president, he was campaign chairman in 1969 and 1980.

Currently chairman of the College of Business Administration's 50th Anniversary Endowment Campaign, Chambers also serves on the National Development Board and the Lubbock Area Council.

Chambers and wife, Patty, have seven children — three boys and four girls.

James W. Lacy

Lacy has devoted his life to the oil and gas industry, to his family, his church and to public service.

He graduated from Texas Tech with a B.S. degree in petroleum engineering in 1949 after serving and being decorated in World War II as a bombardier.

Lacy was associated with Kewanee Oil Co. in Tulsa for 19 years in various engineering and managerial capacities. In 1967 he became executive vice president and director of Adobe Oil and Gas in Midland. In 1974, he was named as president of an independent oil and gas exploration production company, Hytech Energy Corp., also in Midland.

Lacy founded his own oil and gas exploration and production company, Lacy & Byrd, in 1979. His son, J.W. Lacy Jr., is now a principal in Lacy & Byrd Inc. and resides in Austin.

Texas Governor William Clements appointed Lacy to the Interstate Oil Compact Commission from 1979-82 due to his demonstrated leadership in the oil industry. Lacy currently remains active in the oil and gas business as an investor, but no longer retains day-to-day responsibilities in Lacy & Byrd.

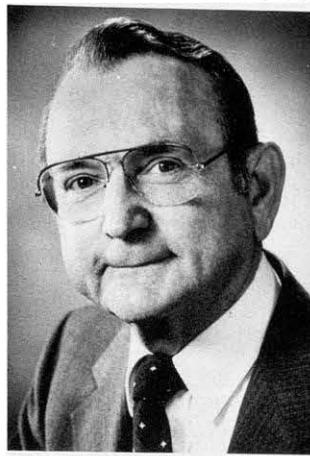
Lacy's public service and charitable activities are no less impressive than are his professional accomplishments. He and his wife, Juandelle, established the Wainscott-Lacy Memorial Fund, endowing it with \$250,000 in 1980. The fund is administered by First Baptist Church, Midland, and the proceeds are used jointly for mission work in foreign countries and for scholar-



Chambers



Lacy



Shaw



Snyder

ships to Baptist universities and seminaries.

Also in 1980, the Lacys set up the James W. Lacy Petroleum Engineering Special Projects Fund, starting it with an endowment of \$25,000 in stock, to which they continue to contribute each year.

The Lacys' daughter, Rhonda, is a teacher with the Midland Independent School District.

Rodrick Shaw

This year will mark the end of a 26-year career as Lubbock County Judge for Shaw. His office has the judicial responsibility of Probate Judge and the administrative responsibility of chief elected official and budget officer of the county.

He presides over the Lubbock County Commissioner's Court comprised of the County Judge and four commissioners.

Shaw was reared on a farm near Olton, Texas. He was a naval aviator in World War II, graduated with honors from Texas Tech in 1947 and finished SMU Law School in 1949. Shaw practiced law from 1949 until he was elected County Judge in 1964.

During his tenure as judge, a new jail and the Lubbock County Youth Center were built to separate adults and juveniles. The county has given major assistance to the creation of the City-County Library System, nine volunteer fire departments, an efficient Emergency Medical System and the Lubbock County Hospital

District.

On at least one occasion, Shaw cast the tie-breaking vote to approve the budget essential to the continued existence of the hospital district. The county has developed a modernized punch card voting system, a central jury system and a courthouse computer system.

As Probate Judge, Shaw has assisted thousands of individuals to enter hospitals and state schools for alcoholism, drug addiction, mental illness and mental retardation. He takes pride in the fact that Lubbock County became debt free during his administration and, as appraised values of property have increased, the county tax rate has been reduced from 78 cents to 17.63 cents to avoid unreasonable increases in county taxes.

Shaw and his wife, Bobbye, are active members of First United Methodist Church, where he has taught Sunday school for 30 years.

The Shaws have two sons — Robin and Larkin.

William B. Snyder

Snyder's initial career planning was aimed at accounting, but his long-term goal resulted in a much broader scope of the business world.

A former captain in the U.S. Air Force, Snyder served as a pilot in the Strategic Air Command from 1950-53.

After graduating from Texas Tech with a BBA in 1955, he launched his

career with Travelers Insurance Co. He served as vice president of marketing for life, health and financial services of that firm from 1970-77, when he joined the Government Employees Insurance Co. (GEICO) as senior vice president.

Snyder was named as president of GEICO in 1980 and of GEICO Corp. in 1981. Four years later, he was selected as chairman and chief executive officer of GEICO Corp., GEICO and related insurance companies.

He is a member of the board of directors of GEICO Corp. and affiliated companies, and AVEMCO Corp. of Frederick, Md.

Snyder is a member of the American College of Chartered Life Underwriters and is a member of the board of the American Institute for Property and Liability Underwriters.

In addition, he is a member of the executive committee of the Highway Users Federation of Safety and Mobility, National Capital Area Council of the Boy Scouts of America, the National Association of Independent Insurers and the Armed Services YMCA.

He serves on the executive committee and is past chairman of the board of Automotive Safety Foundation, is a trustee of the Federal City Council of Washington, D.C., and the National Commission Against Drunk Driving.

Snyder was recognized by Tech's College of Business Administration as a Distinguished Alumnus in 1987.

Snyder and his wife, Georgie, have a grown son and daughter. 

Two Tech professors were awarded the faculty's highest

status this spring when the board of regents designated them as Horn professors.

Dr. Raymond C. Jackson, professor of biological sciences, and Dr. Allan J. Kuethe, history professor and expert in Latin American studies, became the 40th and 41st recipients of the status, which was initiated in 1966 to honor Tech's first president, Paul Whitfield Horn.

"This is the highest honor we can bestow upon any faculty member," said Dr. Donald Haragan, executive vice president and provost.

Jackson, an international authority in plant cytogenetics, joined the faculty in 1971. He had been chairman of the biological sciences department until 1978.

Kuethe, a world authority on 18th century Spanish Bourbon military reforms, came to Tech in 1967 as assistant professor. He became a professor in 1979.

Tech's Center for the Study of the Vietnam Conflict

received a boost toward national recognition in April when retired Navy Admiral Elmo R. Zumwalt Jr. accepted the chairmanship of the center's advisory board.

The announcement was made by the new center's director, retired Navy Lt. Cmdr. James Reckner, an assistant professor of history.

Reckner also announced that Zumwalt and "a number of principal participants in the war" will attend a conference at Texas Tech in the spring of 1993 in conjunction with the 20th anniversary of the Paris peace accords on Vietnam.

Reckner said Zumwalt's "support and encouragement will be a significant factor in the ultimate success of the Center for the Study of Vietnam Conflict and the Vietnam Archive" which were established at Tech last fall.

The archive, located in the Tech Library, will house personal and government documents and other information — including oral histories and personal letters — on the Vietnam conflict.

Zumwalt, 69, is expected to visit the Tech campus. He served on the Joint Chiefs of Staff from 1970 to 1974. At

age 44, he became the youngest four-star general in U.S. history.

He currently is president of Admiral Zumwalt and Consultants Inc., which provides assistance in management, energy, health care, overseas business ventures, and defense and strategic planning.

He is director on the boards of 13 corporations and on the advisory boards of 15 charitable organizations.

Zumwalt is chairman of the National Marrow Donor Program as a result of his son's death by cancer in 1988, believed to have been started by his exposure to Agent Orange in Vietnam. His son's story was depicted in a book co-authored with his son, Elmo Russell Zumwalt III.

The Diamond M Fine Art Collection, one of the most famous

art collections in the Southwest, is on display at the Museum of Texas Tech University. The works were collected by the late West Texas oilman and rancher C.T. McLaughlin and his wife, Claire.

The collection contains more than 300 works of art, representing some of the country's finest western artists as well as 19 works by famous illustrator

N.C. Wyeth. The collection also contains bronze sculptures by Frederick Remington and Charles Russell, and a collection of ivory and jade, originally belonging to Helena Rubenstein.

The first 68 works in the collection be displayed in Lubbock cover the two themes, "American Illustrators" and "Cowboys and Indians," each to be shown through October. At that time, other shows will open featuring other themes represented in the Diamond M Fine Art collection.

"American Illustrators" features 48 works of art produced by western illustrators and by members of the famous Brandywine School of Art in Chadds Ford, Pa. Eight artists from the school are featured in the first exhibit.

Seventeen paintings by Wyeth appear in the show. Wyeth was the father of the American artistic dynasty that included Andrew Wyeth, James Wyeth and Peter Hurd. Many of the Wyeth works included in the exhibit originally illustrated popular novels published by Scribners and Sons.

Also in the show is a rare oil painting by Peter Hurd, son-in-law of Wyeth. Originally painted for a 1928 edition of "Last of the Mohicans," the subject of the work is Indian warriors in bold tones of red and orange.



Library Hosts Tech Authors — Dr. Dale Cluff (rear), director of the Texas Tech Libraries, welcomes University authors at a reception in their honor. Among those attending are (from left) Norwood Andrews Jr., W.J. Conover, Ann Burbridge and Robert A. Hayes.



Texas Museum Conclave — Lubbock hosted the Texas Museum Society's annual meeting this spring. Touring the Lubbock Lake Landmark Historic Park and Robert Nash Interpretive Center are Mary Candee (left) '87, Texas Parks and Wildlife, and Lynn Johnson Denton '78, Texas Memorial Museum, Austin.

The "Cowboys and Indians" exhibit features work by Lubbock artist Glenna Goodacre and the famous "Bronco Buster," created in 1906 by Frederick Remington. Other notable western artists in the show include Harvey Dunn, James Boren, George Phippen, Charles Russell and Philip Goodwin.

The collection is loaned to the museum, under the direction of Dr. Gary Edson, by the Diamond M Foundation Board of Directors.

"Women's libber" has always carried the connotation

of bitchiness and butchiness, according to Dr. Gwendolyn T. Sorrell, coordinator of the women's studies program at Tech. Three decades after the radical '60s, American women are once again feeling dissatisfied.

"If history continues," Sorrell said, "priority in the workplace will go to white males." And if the history of the women's movement continues, the period of stagnation in the '80s should be followed by action in the '90s, she added.

"We are probably going to see more and more women moving into responsible positions in the marketplace," Sorrell said. "As women move into positions of authority, they will become less and less satisfied with the current status.



Gwendolyn Sorrell

Although these women will be predominantly middle class white women, the agitation will be there."

Changes have already begun to take place in many areas. For instance, the American Psychological Association will not accept manuscripts containing sexist language, and universities are incorporating non-sexist terms in all courses.

"People are aware of the need to begin to bring disadvantaged groups

into the mainstream," Sorrell said. "Equal rights and affirmative action are essential for change."

The women's studies program was started at Tech in February 1981. Through it, students can earn an interdisciplinary degree which focuses on the reinterpretation of traditional views of women's nature and roles.

The changes are small and slow in coming, but they are noteworthy, according to Sorrell. Equality of worth in all areas of life could be evolving in the '90s, but as Gloria Steinem said in a recent lecture at Texas Tech, "It took 100 years to get the vote." (By Chrissie McMennamy)

AGRICULTURAL SCIENCES

The plant stress research program was established

12 years ago with funding provided by the University. For the past 10 years, funding has come from the Agricultural Research Service of the USDA. The amount has moved up from the initial \$500,000 to \$1.6 million annually for the program.

"We started out with everyone working on the Tech campus, but now it has grown to where we have five laboratories involved on campus, we have agricultural research people working north of the airport, and we have the Texas Agricultural Experiment Station at their laboratory facility," said Dr. Robert Albin.

"The real thrust of the laboratory is to bring everyone back together to keep the coordination and to keep moving ahead."

Albin, who is associate dean for research and agricultural operations at Tech, said the money will now be spent on a research greenhouse on which construction began this spring. Funding also will be sought for the main laboratory, which will be north of the Health Sciences Center on 4th Street.

"The USDA appointed a blue-ribbon panel in 1976 to study plant stress problems and research needs associated with plant stress in the U.S.," Albin said. "Most of it occurs in the Great Plains area from southern Texas through the states leading up to North Dakota.

"In those states, a panel of USDA scientists studied all through this area to determine what needed to be done and where it needed to be done.

CORBY ROBERTS

Tech Today Briefs

Dr. Robert Lawless, president of Texas Tech, was honored with the Distinguished Alumnus Award May 23 by his alma mater, the University of Houston. Horn Professor of Music **Mary Jeanne van Appledorn** was selected as the 1990 commissioned composer for the Music Teachers National Association and the Texas Music Teachers Association convention June 16-20 at San Antonio. Tech's **Division of Continuing Education** has opened a second office in Suite 115 of the Pyramid Plaza Office Tower. It will be the site for all continuing education computer classes. Registration for any continuing education course will be accepted at the new location or in the campus office. The Robert S. Newton Creative Writing Awards were presented by the department of English to students **Shirley Lewter** and **John Maner** April 25. The awards recognize the best fiction and poetry writers in the creative writing classes at Tech. **Dr. James R. Reckner** will be offering a Vietnam history course this fall as well as a graduate course on Vietnam. Students will utilize materials in the new Vietnam Archive for their research and projects. Development programs of the **The College of Agricultural Sciences** achieved a record for annual giving with the exception of one year, 1979. The total amounted to \$811,701 during the past year, highest among Tech's colleges. The endowment fund from private gifts for the college is \$6.2 million. The **College of Engineering's** research expenditures totaled \$5,966,927, with Agricultural Sciences second with \$5,923,662. **Dr. Don Clancy** of the College of Business Administration is serving as president of the management accounting section of the American Accounting Association. **Dr. Don Finn** of the accounting faculty in BA was named as new director of the Southwest School of Governmental Finance. **Dr. Elizabeth G. Haley**, dean of the College of Home Economics, delivered the commencement address for the University of Akron in Ohio May 26. She was awarded the honorary doctor of humane letters degree, the university's highest honor. Louisiana Tech, where she had served as dean for six years, awarded Haley the Tower Medallion in May 1989, and the College of Human Sciences at Florida State honored her as a Distinguished Alumna that same year. . .

Lubbock was chosen. The government felt a connection between a university and the lab was important, so the program was chosen to be operated in connection with Tech.

"One of the things we are most excited about is the graduate student involvement," Albin said. "When the number of scientists involved increases, then the hope is that the number of graduate students involved will increase."

The rising cost per pound of producing cotton

on the southern High Plains has been analyzed in a paper co-authored by ag economics professor Dr. Donald Ethridge and former student Marcus Bednarz. They conclude that this rising cost has been caused more by declines in yields than by increases in input usage and costs, which include such products as fertilizer, equipment, fuel, herbicides and labor.

"Somewhere between 20 and 25 percent of the cotton is grown within 100 miles of Lubbock. It is probably the most concentrated region in the world," Ethridge said. "Because of such a high concentration in this one region, what happens here is of global significance. Over a span of years through cotton research, we have discovered that the cost of producing a pound of cotton in this region has been increasing."

In 1970, cotton was produced more economically on the Texas High Plains than in any other region of the United States. Since then, the cost to produce a single pound of cotton has risen steadily. The cost now is about 12 percent above the U.S. average.

Range and wildlife management is described as

"primarily concerned with the application of basic ecological principles to the management and use of natural resources." In layman's terms, what Professor John Hunter does is teach his students to care for and preserve their land and its inhabitants.

Hunter's caring and concern carry over into his teaching. "I enjoy teaching and I teach because that is what I want to do," he said. "Students are the most important people on a university campus. It is gratifying to have a part in their education. To watch them mature, develop an interest in their particular field and be motivated to perform at a high level. Then they graduate and go out in life to become leaders in their communities and in their professions."



John Hunter

As a teacher, he views these accomplishments with great pride, he added and feels that he has helped contribute to the students' success.

This philosophy has helped Hunter win 10 different awards from various sources. They include the President's Excellence in Teaching Award, Mort Board Top Teacher and the Conservation Teacher of the Year.

Hunter makes it fun to learn, his students say. He lectures most of the time but instead of just reading from a book or notes, he gives many examples from personal experiences.

He also uses "show and tell," by bringing into the class such items as birds' nests, animals and other visual aids. This makes hands-on knowledge part of the students' learning experience, he said.

Being an avid outdoorsman, Hunter has a broad base of knowledge and he regularly conveys this to his classes.

Another way Hunter and his wife care about college students is through scholarships. In the late '60s, they decided to start an endowment fund intended for agricultural students. This fund has grown to \$55,000.

Hunter also helped to gather money from other sources. To date, these collections total \$250,000. (By Miles F. Owen)

ARCHITECTURE

Tech architecture students bested the professionals at their own game in recent national competition. Four of seven entries were accepted from Tech and one major award was won

the student division of the Ken Roberts Memorial Architecture Delineation Competition, sponsored by the Dallas chapter of the American Institute of Architects (AIA).

According to James Davis, associate professor of architecture, "The entries ranged from architecture-type to art-type work, and the student work was just as good as that of the professionals," he said.

He attributed the success of Tech architecture majors in part to a strong art-oriented background. He said that while other schools stress the importance of art skills, most do not have as strong an art program as Tech has.

"Texas Tech has a good record of students becoming employed," he said. "I think the strong art background has a lot to do with it."

Majors are required to take three courses, previously called freehand classes. "Freehand was really a misnomer. We established a new curriculum and changed the name of the courses to architectural communication."

Davis said the first of the three is a basic drawing class where a great deal of observational drawing is required. Architectural communication II introduces more architecturally related projects. Davis said colors are introduced and students do a lot of water color exercises.

The third course is a presentation-

oriented class, where students learn Diazo, blue-line printing.

Davis said that although employers do not look at course numbers, they do look at portfolios, where visuals play a big part. "Ideas come through sketches and drawings."

Projects are often sold through visuals, he said. Drawing comes into play with anything from big projects to designing such things as posters, brochures or letter heads.

People can be taught to draw. It goes through developmental stages. But students with no drawing experience are initially disadvantaged, Davis said.

Those who drop out of the architecture program don't do so because they lack drawing talent, he explained. "Students drop out because they come in with a misconception about what architecture is, not because of a lack of drawing talent." (By Jamie Stewart)



DARREL THOMAS

Elizabeth Sasser

Elizabeth Sasser is calling it quits after 44

years of teaching. During the college's Awards Day Convocation, Sasser, who came to Tech in 1949, was praised by Dean Wayne Drummond and honored by students and the alumni association.

Even President Bush sent her a letter of congratulations, and she received a bouquet of flowers from former students who now work in Phoenix, Ariz.

"I am delighted," Sasser said. "This is a crowning climax after all these years of teaching." Through the years, she has been regarded by architecture students as outstanding in the classroom.

In retirement, she will write. Early next year, a book on the art of Lub-

Dr. Penelope Coates, a cell biology and anatomy professor at Tech's HSC, received a \$25,000 grant from the National Alzheimer's Association to support her research. Several members of the **Office of News and Publications** staff received awards during the District IV meeting of CASE. Winners included photographers **Artie Limmer** and **Mark Mamawal**; the **HSC News Bureau** for television news; **Preston Lewis** in interpretive writing; and **Elaine Atkinson** in design. This was the second consecutive year the office was among the top award winners in the five-state district. **Drs. Scott E. Hein** and **S. Scott MacDonald** of accounting received the Chicago Board of Trade's award for the best paper on futures and options at the Southwestern Finance Association's 1990 meeting. MacDonald also received Tech's President's Excellence in Teaching Award. **Dr. Paul Cheney** and his wife, **Julie**, announced their resignations from the BA faculty. Cheney, area coordinator for ISQS, will assume the chairman's position for information systems at the University of South Florida in Tampa. Mrs. Cheney had directed the Center for Professional Development in BA. The International Textile Services Foundation donated \$10,000 to the **International Center for Textile Research and Development** at Tech to help fund the center's educational and research activities. **Jim Parker** is director of the research center. **Dr. Kathleen Hennessey** is serving as president of the Data Processing Management Association. She was also the sole academician invited to participate in the founding meeting of the Joint International Standards Enabling Consortium hosted by IBM in January. **James Garrison** of Rockport, Texas, was named as outstanding student of the 1990 graduating class at the Amarillo campus of Tech's Health Sciences Center. He was also selected as the top student in the department of surgery. **Dr. Robert S. Urban** was chosen by students as the outstanding clinical faculty member. The **College of Engineering** sponsored a seminar on Wind Engineering Research Opportunities April 9. **Michael P. Gaus**, visiting professor of civil engineering at the State University of New York at Buffalo, conducted the seminar. The **Institute for the Gifted**, an educational program of the Division of Continuing Education, received a \$10,000 grant from the DeBusk Foundation...



BILL GUSTAFSON

WARNING! Some majors are more than tough, they're "torture." At least that's what one student editorialized on the College of Architecture Building during Homecoming.

Robin McMenamy, a student in the family financial management program in the College of Home Economics, was honored as the outstanding FFP senior by the local professional chapter of the International Association of Financial Planners this spring. New officers of the **Faculty Senate** for 1990-91 are **Dr. James E. Brink**, history, president; **Dr. Shelley Harp**, merchandising, vice president; and **Dr. Weldon Beckner**, education, secretary. **Dr. Surya Yadav** of the BA area of information systems and quantitative sciences will serve as a visiting scientist at the Robotics Institute at Carnegie-Mellon University during the fall semester. The **Library of Texas Tech's** special collections preserves the largest maturing Joseph Conrad collection of printed works in the world. **Dr. Don Rude** and **Dr. Kenneth Davis** of the English department are responsible for Tech getting the collection, and they are seeking a benefactor to help purchase other rare pieces held by private collectors. **Professor Dick Barton** of the area of management retired from the faculty June 1. Allied Health Dean **Dr. Shirley McManigal** has been named the educator of the year by the Texas Society for Medical Technology. Marketing's **Dr. Shelby Hunt** presented a paper at Harvard University's Charles Sanders Peirce Sesquicentennial International Congress last fall. He also served as a panelist at the Harvard Graduate School of Business Administration's Marketing Workshop in May. **Dr. Wayne Hobbs**, director of the School of Music, was elected president of the Texas Association of Music Schools at its March 30 meeting in El Paso. The **department of mathematics** recognized its scholarship recipients on April 23 — the first day of Mathematics Awareness Week — at its annual awards banquet. . .



Wayne Hobbs

bock's Paul Milosevich will be published. She also is writing books on West Texas architecture between 1880 and 1930 and on the African collection of sculpture at the Museum of Texas Tech.

Sasser attained full professor status in 1963 and developed her own courses to cover architecture in arid land, the Orient, pre- and post-Columbian times and ancient and medieval periods.

Sasser also developed Tech's architecture degree program and two Master's programs.

ARTS & SCIENCES

Former journalist and sports executive C.R.

"Choc" Hutcheson, who said he "felt like an outsider," was inducted March 9 as the 19th member in the Mass Communications Hall of Fame.

In a luncheon ceremony marking the conclusion of Mass Comm Week, Hutcheson said "When I first received word of this award in a letter, I felt like an outsider to be considered to be a part of this group. After 15 years in journalism, I returned to the oil patch. But I have tried to keep my hands on the pulse of mass communications."

Hutcheson, a 1948 journalism graduate, had been a sports columnist and reporter for the Hobbs Daily News-Sun while he was a school student. He had worked as a sports columnist and reporter for the Lubbock AJ, had been an Army combat correspondent in the 1945 Okinawa campaign of World War II, and managing editor of The Daily Pacifican, an Army newspaper in the Philippines.

He also had worked as a freelance writer in 1950 and had moved into radio and television from 1951 to 1953, as news and sports director of KCBD-TV.

His writing had accompanied cartoonists' work around the nation from 1955 to 1980.

Horn professor John Gillas has spent a life-

time at singing and performing. He has been a member of the voice faculty since 1971, making additional commitments as stage director for the Tech Music Theater.

Since accepting the leadership position with the theater in 1973, Gillas has produced, directed and/or performed in more than 50 operas, operettas and

musicals. He spent several years in Europe performing as a leading tenor in German opera houses, and also received a Fulbright Grant to the Rome Opera. His has been a life spent literally in the fine arts.

Even in the army, Gillas' voice was heard. After he was drafted in 1955, he was chosen as one of the founding members of the United States Army Chorus, a still highly respected ensemble.

"It was difficult to get the chorus together at first," he said. "But after a while, we became noticed during performances at the Hollywood Bowl and several television performances."



BILL GUSTAFSON

John Gillas

The Army Chorus, Gillas recalled, also performed at concerts for President Dwight D. Eisenhower, and provided weekly performances for Army Chief of Staff Maxwell Taylor.

Gillas also brings music to the world of sports. His may be a very familiar face to local basketball fans, where for years Gillas has sung the national anthem at home Tech games.

After eight years in Europe and nearly 20 in Lubbock, Gillas harbors no plans to leave West Texas. "I've had several opportunities to move, but I always end up coming back here," he said, explaining that his primary motivation remains being "dedicated to the Tech music department." (By Kim Trainor)

Computers are becoming our nation's number one tool in the business world. For many people, learning to use a computer stirs feelings of anxiety. This is an area Dr. Matthew Lambert, assistant professor of psychology, is researching.

Following his doctorate degree, Lambert developed an interest in personal computers. It was during his internship in Dallas that he saw a need for computer research.

Among his interest areas at Tech is one that looks at computer simulations to evaluate and train professional psychologists, he said. It evaluates their clinical skills and teaches them about the diagnosis and treatment of various psychological disorders.

"Another project looks at the effects of computer anxiety on people and how anxiety reactions effect people learning new technology," Lambert said. A related study will determine how people learn to use computers in everyday and business-type settings.

Lambert hopes to continue research in computer anxiety. "I want to pursue developing more sophisticated computer simulations for evaluating professional competence and skills, and to develop methods for testing to see what professionals do when treating clients."

Lambert does research because he feels important questions need to be answered. "Research is not a very glamorous area in psychology, but it is one that has importance for how people function in their everyday lives, how professionals function and the kinds of things we expect." (By Michelle Arndt)

After more than 25 years on the Tech faculty, Dr. Joseph Bob Ray, professor

of psychology, was honored with a retirement banquet April 28 at the Lubbock Plaza Hotel.

With a resume strong in both academic and professional experience, he was the subject of accolades from faculty members and former students. One, Dr. Jim Klein of Metairie, La., served as the master of ceremonies.

Ray was credited with initiating the graduate clinical psychology program at Tech, which holds American Psychological Association accreditation. He served as the program director from 1964-75, and served as director of the psychology clinic from 1964-72.

The banquet was sponsored by the department of psychology alumni.

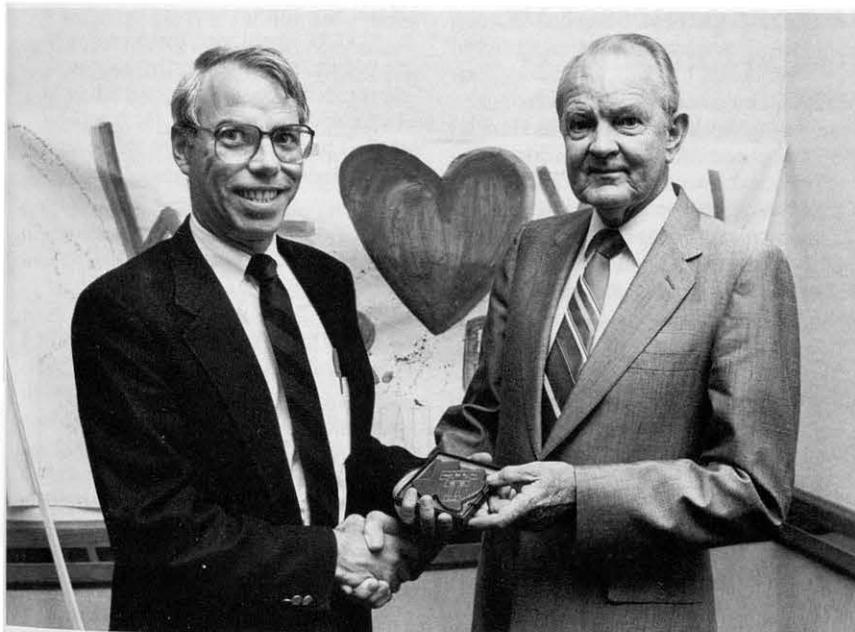
According to a handbook published by the American Advertising

Federation (AAF), the National Student Advertising Competition (NSAC) truly reflects the "real world" of advertising. The handbook states that "Student teams rival Madison Avenue's finest," and Joe Bob Hester, the Tech AAF NSAC team sponsor, agrees.

"The students competing are the best of the best, and Tech's team is a prime example."

As defined in the handbook, the competition involves a situation where the student teams research a given product and its competition, identify potential problem areas and devise a complete

Dr. Mary Sue Gately of the accounting faculty spent a week in England teaching courses on taxation and tax strategies for The American Tax Institute in England. She also served as a group leader at the 7th New Faculty Consortium held at the Arthur Andersen & Co. Center for Professional Education; and she was honored with the Faculty Excellence Award presented by Omicron Delta Kappa and Mortar Board last fall. **Dr. Roland Menzel**, director of the Center for Forensic Studies at Tech, co-developed a system that uses laser lights to detect fingerprints on surfaces where they previously were unable to be found. The technique, time-resolved luminescence imaging, makes fingerprints literally glow when treated chemically and illuminated with a laser. **Denise Jackson** was named as interim executive director of development for Tech and the Health Sciences Center, temporarily filling the post left vacant by **Dr. Colette M. Murray**. Soil pollution and degradation, especially the problems associated with landfills and urban sprawl, will continue to become major concerns, **Dr. B.L. Allen**, professor of soils, told an Earth Day audience at Tech. "We are putting so much waste into the soil through landfills that it is going to be a serious problem in the near future," he said. **Dr. Herschel Mann** was selected as one of five recipients of the Faculty Excellence Award last fall, presented by ODK and Mortar Board. Mann teaches in the area of accounting. **Dr. Jim Burns** of the ISQS faculty was awarded the President's Faculty Achievement Award. This was the third consecutive year that a faculty member of the College of Business Administration has received this high honor. Director of the Experimental Music Lab in the School of Music **Dr. Steven Paxton** has been awarded an \$18,000 Composers Fellowship from the National Endowment for the Arts to compose several works, including one for 10 percussionists, incidental music for a play by Shakespeare and a soundtrack for a television fairy tale. **Dr. Paul Randolph** of the ISQS faculty received a Fulbright lecturing and research award at Middle East Technical University in Ankara, Turkey. **R. Michael Harwell**, former director of the Department of Veterans Affairs Medical Center at Amarillo, was named this year's recipient of the Louise Evans Bruce Award for Support of Excellence in Medical Education...



Psychology department chairman Dr. Richard McGlynn (left) presents Dr. Ray with a memento of his career at Texas Tech, 1963-90.

Dr. Lynn Huffman, head of the Restaurant, Hotel and Institutional Management Institute, received a President's Excellence in Teaching Award for the College of Home Economics. Recipients of Academic Achievement Awards this spring were **Drs. Richard A. Bartsch**, chemistry and biochemistry; **James R. Burns**, ISQS; **John J. McGlone**, animal science; and **Yondell Masten**, nursing. "Texans In Revolt," a book by history professor **Dr. Alwyn Barr** has been published by the University of Texas Press. It focuses on the 1835 battle for Bexar, which set the stage for the battles of the Alamo, Goliad and San Jacinto, all in 1836. Theater arts major **Molly Norton** was named to the nation's first All-USA College Academic Team, selected by USA Today. She has rewritten a morality play, "Everyman," into a feminist parody, titled "Everywoman: An Immorality Play." She has been working with **Professor Thomas Jones** of the theatre arts department. Two Gloria Lyerla Library Memorial Fund Research Travel Grants were awarded to **Dr. Georgette Gettel Pearson** of the School of Music faculty and to **Dr. Ronald Rainger** of the department of history. The state has awarded a \$10,000 matching grant to the **Leather Research Institute** and the agricultural engineering department to help develop a leather tanning industry on the High Plains. The institute is under the direction of **Dr. Jinger Eberspacher** of the College of Home Economics...



Georgette Gettel

DARREL THOMAS

advertising/marketing campaign for a client. The judging is done by professionals in the advertising industry at the district level and by representatives of the client or client's agency at the national level.

According to Hester, Tech's AAF team has represented a formidable opposition to other NSAC competitors. Hester's information shows that Tech has placed first at the district level five times in the last 10 years, and won the national title in 1984 with their campaign for the Radio Shack Division of Tandy Corporation.

Hester said that the victories of the AAF team have attracted some students to the advertising department at Tech. "Involvement on the AAF team offers the students the chance to experience the actual pressures involved in the 'real' advertising field. This isn't like a classroom; the deadlines the team is up against cannot be altered."

A victory for the team could also serve to draw more queries for faculty positions. "Since the department is currently in a transitional period, any interest the team might draw would be beneficial, allowing the department more options in terms of hiring personnel," Hester said.

Sponsoring an AAF team is more involved than teaching a class. "It's a lot more work but it's also very exciting. I get the rare opportunity to work with the very best students we have," Hester said. (By Beverly Grissett)

History professor Dr. Joseph King and re-

search assistant Donald Abbe are concluding work on a project in Florida that centers on architectural bridges.

The Florida Department of Transportation funded the program, which started in spring 1988 in order to decide which bridges in Florida are the most historical and the most in need of preservation.

"We looked at hundreds of pictures and many records to find the oldest and most historical bridges because of their background and who might have built them," King said.

Out of several hundred bridges in Florida, 70 or 80 are submitted to the state to be saved for historical reasons.

"What they want is to have information provided that tells them which old bridges they can get rid of and which are important bridges that they need to be really careful of," King said. "We are doing the project both as a job and a re-

search project. A lot of times that research can be turned around, added and used in the academic area."

The department of communication studies, formerly speech

communications, presented an awards and scholarship banquet for students and alumni April 28. Among the honorees were Travis S. Ware, criminal district attorney of Lubbock County, and Dr. Harvie M. Pruitt, former president, Lubbock Christian University.

Ware received his bachelor's degree in speech comm and doctorate of jurisprudence at Tech in 1972 and 1978, respectively. He practiced law with no State Sen. John T. Montford (D-Lubbock) from 1978-79, then served as felony prosecutor with the Lubbock County Criminal District Attorney's office from 1979-81.

He operated a private law office, Ware and Rosas, from 1982-86. Ware was elected criminal district attorney in 1981.

Pruitt earned his bachelor's degree in speech and Bible from Abilene Christian University in 1951. He received his master's degree in speech and English from Tech in 1952 and a doctorate in secondary education and speech in 1963.

He taught at Lubbock and Abilene High Schools then served as minister of education at Broadway Church of Christ, minister at Green Lawn Church of Christ and director of Smithlawn Maternity Home.

At LCU, Pruitt was instructor, academic dean and executive vice president prior to becoming president in 1976, serving six years. He has continued to teach part time while attending classes in Tech's School of Law.

A depletion of the ozone layer high above Antarctica

may be a faraway issue, but it poses potential consequences that cannot be ignored, according to Dr. Gerald M. Jurica of Tech's atmospheric science group.

People should become more aware about chlorofluorocarbons and other man-made gases that have been eroding the ozone layer, he said.

CFCs were a common propellant in spray cans until most such uses were banned by the Environmental Protection Agency. They also are common in automobile air-conditioning systems.

Languages take on new importance in global economy

Dr. Peder Christiansen, professor of classical languages at Tech, said there are several advantages to knowing a foreign language. He said the practical value is to build up one's vocabulary base in English and then to better understand people.

In this global society, the languages most commonly used are Chinese, Hindi, Spanish, German, English, French and Russian. Japanese is clearly becoming important, he said, pointing to Nissan, the car company, as an example.

"Nissan uses American workers and teaches them Japanese methods," Christiansen said. "What I see as being so important is the relationship between language and values. There are values within each culture, and changing languages means you have to adjust to new values.

"There is nothing like learning another person's language to get some understanding of the way he thinks."

If one learns a foreign language to the point that he or she can think in that language, there is such an advantage. Not very many people can do that, he said.

"Suppose you are going to Spain after having studied the language and the country here for several years," he said. "You have a head start. You would know many things that the average American does not know, and you could adapt more quickly."

A language barrier can hinder conversation even in its translation. Christiansen told how that happened to him, personally.

He had just published "A Concordance to Claudianus" with Georg Olms in Hildesheim, Germany. For advertising purposes, Christiansen wrote an English description which was then translated into German.

"In that description, I had noted a work by a German author. Unfortunately, the translation implied that I was copying his work. As a result, I got a letter from the author asking for an explanation. This is an example of just how the translation of one word may imply something totally different from what was meant," he said.

Christiansen advocates learning as many languages as an individual can, because the more perspectives one has on something, the better one can see it and understand it, he said. Traditionally in Europe, German people also learn



Dr. Peder Christiansen

French, and French people learn German. This allows them to travel most anywhere in Europe because the people would know one language or the other.

"I think we are coming to the day when Spanish is going to become quite important in the public school systems, especially in the Southwest," he said.

In fact, Christiansen suggests that if a person is going to learn another language, Spanish, for persons in the Southwest, is the most natural to choose. If one is involved in traveling, however, he would suggest either French or German.

"But if one is an American going into a profession such as teaching, law or medicine, Latin or Greek would be good to know for understanding our broad European culture and building vocabulary," he said. "In European schools, people have traditionally taken Latin to go into medicine or law, so much of the whole vocabulary of medicine or law is Latin."

The choice of a second language depends on one's purpose, he added. Many businesses are now requiring knowledge of a second language. If the employer wants his workers to have a broader understanding of the basic concepts of the profession, the classical languages are really valuable, he said.

"But if one is going to have any dealing with people who speak another language, say Japanese, for example, then that language would, obviously, be the valuable one to learn."

Beyond that, Christiansen said, anytime one learns a second language, one starts broadening his or her concept of what it means to be a human being. (By Christine Harding)

Kappa Mu Epsilon, math honorary, named **Dr. Monty Strauss** as the department's teacher of the year. **Dr. John Blair** is program chair of the health care administration division of The Academy of Management. **Dr. Grant Savage** is program chair-elect. **Dr. Ritch Sorenson** is editor of the bulletin of the health care administration division of the academy. All three are members of the area of management faculty in the **College of Business Administration**. Gov. William Clements appointed **Dr. Julian Biggers**, professor of educational psychology, to the Texas State Board of Examiners of Professional Counselors. The appointment, made last fall, is for a six-year term. Biggers previously served on the board and was its first chairman from 1981-84. A team of students under the direction of mechanical engineering lecturer **Jesse C. Jones** took the \$4,000 second place prize in the annual Methanol Challenge held this spring. The team won the major event in fuel economy. **Dr. James B. Wilcox** of the marketing faculty was selected as 1989 best reviewer for the Journal of the Academy of Marketing Science (JAMS). **Dr. Don T. Garnett**, director of the Texas Academic Skills Program at Tech, is one of four national recipients of a Kellogg Institute Leader's Scholarship for 1990. He will attend the Kellogg Institute for training and certification of developmental educators for a month this summer. **Dr. Thomas I. Bacon**, associate professor of Germanic and Slavic languages, received a Fulbright Study Grant. He is participating in the Summer Program for U.S. Professors conducted by the Fulbright Commission this summer in Bonn and West Berlin, Germany. Citing his contributions to the study of sleep neurophysiology, the **Tech chapter of Sigma Xi** national scientific research honor society unanimously approved a resolution supporting HSC physiologist **Dr. John Orem** and his research. **Dr. Bob Phillips**, professor of management, received an Ex-Students Association outstanding new faculty award this spring. He and **Dr. Jerry Hunt** led a team, comprised of **Drs. John Blair, Roy Howell, Mark Peterson** and **Carlton Whitehead**, receiving a U.S. Army Research Institute grant, the largest in the college's history. **Dr. Mark Peterson** of management was awarded a grant of \$30,000 from the Japan-U.S. Friendship Commission, a U.S. Government agency. . .

MBA no longer be-all, end-all degree

There are pros and cons involved in pursuing an MBA degree. Once the darling of the business world, MBA degrees were hot in the mid- and late-'70s and on into the '80s, said Dr. Anil Menon of Tech's College of Business Administration.

Today, however, there are options to the MBA, ones the student must weigh for him- or herself.

One of the biggest advantages of the MBA is its ability to enhance starting salaries while also starting the employee higher on the career ladder, said Menon, who is assistant professor of marketing and a research associate at Strategic Planning Institute at Cambridge, Mass.

In some instances, MBA holders have the opportunity to earn as much as \$24,000 more than someone with a bachelor's degree. Also, for some job positions, such as a product manager, a marketing researcher or consultant, most companies will hire only an MBA holder.

Contrasting the benefits, Menon said that companies are now hiring with much more attention given to people with experience.

"Businesses will hire people with no MBA at cheaper salaries," he said. "This gives the employee the opportunity to work up to a certain position in that company. After three or four years, if the employee is good, the company may ask him or her to go back to school and earn an MBA degree. Because without it, the employee can't proceed to a level above middle management. Some companies will even pay the experienced employee's college expenses to return to college for the MBA."

Menon said the business world is in danger of becoming flooded with inexperienced MBA holders. As a result, more companies are becoming highly selective of where the person earned his or her MBA degree. Plus, many of the top MBA schools are requiring actual business experience before being accepted into their programs.



Dr. Anil Menon says the changing MBA degree will be interesting to watch.

Menon believes that an MBA degree in general business is the best master's degree to have, over a master's degree in a specific area. This follows his belief that business is becoming less specialized in any one area.

"MBAs are becoming less technical," Menon said. "The structure is changing. The top MBA schools are more 'touchy-feely' in their orientation. They are becoming less numbers-oriented and more people-oriented."

Marketing is global and there are many different cultures. In his work with SPI, Menon, who also holds an MBA, works with clients worldwide consulting with managers and executives on the use of marketing research. He also writes a weekly column concerning research and key strategic issues.

The majority of today's MBA students are males, even though the gender gap is closer now more than ever. A high percentage of MBA students are from

foreign countries, he added.

Some schools have procedures established which balance the percentages of students admitted to their MBA programs, according to Menon. "Most schools have a good balance of nationalities and genders. It's much like a quota system."

As for today's MBA programs, Menon's opinion is that some changes would be helpful in the admissions procedure. Currently, the student must have a minimum GPA requirement, and he or she has to score well on the Graduate Management Admissions Test (GMAT), which is a standardized test.

"I'm a complete believer that the GMAT does nothing," he said. "Most of the top-tier MBA schools will let lower GMAT scores in when a student shows high aptitude in other ways."

Many universities are turning into MBA "factories," in his words. "State universities are churning out MBA graduates who have no business even being in the program," Menon said, adding that some of these "factories" should cut production.

People went for the MBA degree in the '70s and still in the '80s. But what will happen in the '90s? The entire business world will be watchdog and perhaps even help determine whether students decide on education or experience, or whether the school requires both. (By Greg Bennett)

"MBAs are becoming less technical. The structure is changing. The top MBA schools are more 'touchy-feely' in their orientation. They are becoming less numbers-oriented and more people-oriented."

"A 1 percent drop in the ozone could lead the U.S. to have 10,000 more cases of skin cancer annually and increase the number of cataract cases," Jurica said. Scientists also have warned of potential crop destruction and loss of wildlife.

The erosion of ozone — an invisible gas that filters destructive ultraviolet rays from the sun — threatens the beginnings of the food chain in Antarctica, Jurica said.

CFCs — tasteless, odorless and invisible gases — are present elsewhere but are more heavily concentrated over the polar regions because of atmospheric circulation patterns, he explained.

Jurica urged consumers to lobby for mandatory labeling to help them choose alternative products, to stop using foam plastics and to get their auto air-conditioners recharged at service stations because do-it-yourself kits allow leakage of CFCs.

When Dr. Dennis A. Harp joined the department

of mass communications 17 years ago, he had no idea how much the field would grow. "My area of interest had always been corporate video; the use of video in business, government or medical areas," he said.

"Video was not a 'hot' area to be in during the late '60s to early '70s, and it was looked on as a less than desirable field to be in." But he always felt that telecommunications would "take off and be big" in the next few years. In Harp's estimations, corporate video has always been the area for potential and outstanding growth.

"The corporations have much more money than a television or radio station operation," he said.

Up until the mid-'70s, video and its uses in a corporate nature were slow in developing. With the advent of smaller and cheaper recording equipment, the growth of video has exploded in recent years.

"Most companies and government agencies can now get into production of marketing, promotion and training videotapes very reasonably," he added.

Tele-conferencing is the future of telecommunications, according to Harp. "Instead of taking executives and flying them to meeting places, they can be put in front of a camera and transmitted via satellite to other cities in the world. Most of the major businesses, such as Sam's, J.C. Penney, Wal-mart and various foodstores are getting into this area, he said. (By Chris Nicklas)

Peggy Williams has an easily observable enthusiasm

for dance and teaching. She teaches social dance, among several other courses in Tech's health, physical education and recreation department.

Her philosophy about dancing is that "You don't have to be an expert to dance. You can enjoy your skill and the music and still have fun," she said. Dance, to Williams, is a wholesome recreation, good physical exercise and the best type of socialization there is, she said.

"Dance makes a person's life more enjoyable." She grew up dancing and began teaching it in high school PE. In addition to her Tech classes, Williams also teaches dancing skills to Girl Scout leaders and to other community organizations.

She enjoys a variety of dances and music and learns the modern steps, for fun, from her students. "Ballroom dancing always seems to be the starting point for most dances," she said. "You learn it then keep adding to it."

Williams summed up dancing, which also sounded like a statement on life. "Dance changes through the years, but people always seem to go back to ballroom dancing as a traditional standby," she said. No matter how much we progress, whether it be in dance or technology, we always seem to go back to the basics, because without the basics, we wouldn't know where to start. (By Chris Espinosa)

BUSINESS ADMINISTRATION

Every Texas Tech management information

systems (MIS) student garners an average of 10 job offers after graduation, according to University records. That fact has made the joint MIS/Computer Science Job Fair, held this year in March, a collection of corporations seeking interns rather than senior students hunting for employment.

"The graduates have no trouble finding a full-time job," said Dr. Paul Cheney, area coordinator of the MIS program. "These internships have become important in giving the companies a chance to see the student in action and to possibly secure that student as an employee after graduation."

Cheney said the job fair internship

Dr. Arlin V. Peterson of the College of Education was appointed to the editorial board for the Journal of Reality Therapy. He will serve from 1990-93. Dr. James R. Burns has been named area coordinator for ISQS in the College of Business Administration. He succeeds Dr. Paul Cheney. Burns has been in BA since 1980, previously an associate professor of systems in the College of Engineering at Tech. Three annual faculty awards were presented by the Dads and Moms Association: Department of animal science's Dr. Rodney L. Preston received the Bar-nie E. Rushing Jr. Distinguished Research Award; Dr. Elizabeth W. Sommerlad of English accepted the Hemphill-Wells New Professor-Excellence in Teaching Award; Interim Chairman of agronomy, horticulture and entomology Dr. George Tereshkovich received the Faculty Distinguished Leadership Award. Dr. Charles W. Sargent, director of libraries at the HSC received nominated as a fellow of the Medical Library Association. The honor was bestowed at the MLA's meeting in May. Associate Nursing Dean Dr. Nancy Ridenour spent four weeks at Jordan University of Science and Technology where she was a consultant to the new Jordanian university and its nursing program. Dr. Richard L. Weddige, chairman of the department of psychiatry, has again been selected to chair the Texas Medical Association's committee on physician health and rehabilitation, a position he has held since 1987.

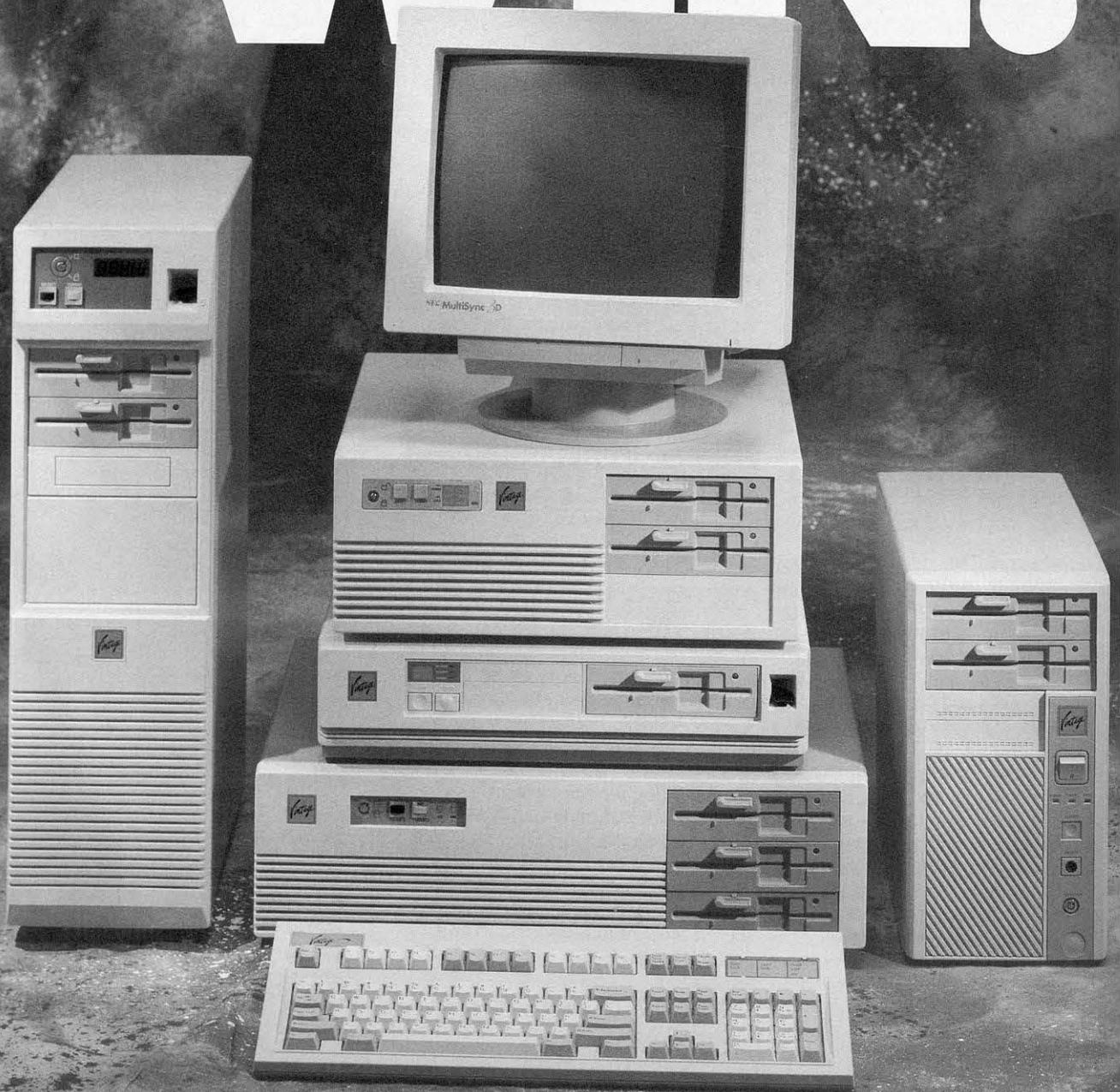


Marking an Occasion — Nursing Continuing Education celebrated its 10th anniversary at Texas Tech this spring.

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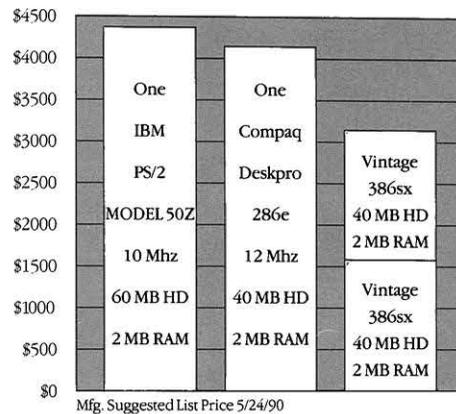
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386/20	---	\$2340	\$2590	\$3310
386/25	---	\$2915	\$3165	\$3885
386/33	---	\$3460	\$3710	\$4430
486/25	---	\$5360	\$5610	\$6330
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opportunities also give students valuable work experience before they graduate. That experience could be the key in topping current MIS starting salaries of \$29,000 with a bachelor's degree and \$36,000 with a master's.

Among the companies attending this year's job fair were General Dynamics, Southwestern Bell Telephone and Anderson Consulting. The fair is sponsored by the Tech student chapters of the Association for Computing Machines and the Data Processing Management Association.

John Burdette '65, an audit partner in the Lubbock office of Coopers & Lybrand, was recognized as the 1990 Distinguished Alumnus of the area of accounting.

The designation topped the 18th annual Accounting Emphasis Week activities April 17-20, sponsored by the Tech Accounting Society and chapter of Beta Alpha Psi.

Burdette joined a local accounting firm after graduating from Tech. It later merged with Peat Marwick Main. He served as the firm's national consultant for agriculture accounting and auditing before joining Coopers & Lybrand in 1986.

In addition to his duties as audit partner, he is responsible for litigation support and special service.



John Burdette

Keynote speaker for the occasion, held at the Holiday Inn Civic Center, was Dr. James Antonio, chairman of the Governmental Accounting Standards Board.

During the banquet, \$65,000 in scholarships was awarded to 80 students for the 1990-91 school year.

EDUCATION



DARREL THOMAS

Shirley Koeller

Dr. Shirley Koeller says there are places in the world where EVERYone learns to read and write. New Zealand is such a place.

An associate professor in education, she will spend part of the summer visiting three school sites in New Zealand and conduct four school site internships in the Auckland area between July 13 and Aug. 5.

"New Zealand has an excellent program," she said. "They almost don't fail. The point is that there are places on the globe where everyone learns to read and write. We feel that if it can be done elsewhere, it can be done here in the United States."

Following the March publication of a story about the educational accomplishments of New Zealand reading and language instructors in the magazine "Educational Leadership," Tech professors planned a trip to that South Pacific island for educational purposes, Koeller said.

Last summer, the graduate reading program, together with the Center for the Study of Childhood Education at Lehman College, N.Y., sponsored a five-day institute that brought together educational leaders from New Zealand, Canada and the United States and more than 200 teachers and administrators.

In response to that event, Koeller said "Many of the institute participants expressed an interest in going to the source of the ideas which generated such enthusiasm for transforming their individual classrooms."

Tour conductors are Koeller and Andrea Celine Sledge, head of the department of specialized services in education.

ENGINEERING

Three-year-old children can recognize patterns or objects in the blink of an eye. In contrast, powerful supercomputers are capable only of a mediocre performance of the same task.

Generally, computers can solve difficult problems more quickly than can the human brain, however, when the tasks involve "pattern recognition," the human brain cannot be beaten.

Researchers at Texas Tech say mimicking the circuitry of the human brain's neuron networks may be the key to designing computers that can accurately recognize patterns and shapes. The scientists currently are arranging optical elements that model the neurons or connections in the brain, according to Dr. John F. Walkup, director of the Optical Systems Laboratory.

Optical computing research at Tech involves the transference of information — or patterns and images — through photon particles, or many beams of light. In current digital computing technology, information is processed in a slower and less efficient method in which electrons flow through copper wires.

"Depending on the way in which the circuit is structured, photons or tiny particles of light may carry information much faster than electrons," said electrical engineering professor Dr. Thomas F. Krile, noting that photons are the fastest elements in the universe.

"In optical computing, the operation happens at the speed-of-light, allowing many beams of light to pass through one another without interference," said Walkup, a Horn professor of electrical engineering.

Additionally, optical computing is not limited to a flat surface, as is traditional digital computing that uses chips connected by copper wires.

Using the current technology, another electrical engineering researcher, Dr. Sunanda Mitra, is studying ways to increase the ability of digital computers to recognize shapes.

Although digital computers are able to solve pattern recognition problems, optical neural network systems have additional advantages.

"The optical neural networks can be designed three-dimensionally, saving space on computer chips and increasing efficiency," Walkup said.

Pattern recognition is crucial in security systems and in military applications,



John Walkup

where computers can be taught to recognize targets. In total, the electrical engineering department has received more than \$2.3 million in funding since 1971 for its optical computing research.

A new method of biodegradation may be an economical option for the

clean-up of groundwater and soil contaminated by leaking underground storage tanks for petroleum fuels, according to Dr. Ken Rainwater.

The assistant professor of civil engineering and two other faculty members are investigating a new method to stimulate the rate at which naturally occurring bacteria consume organic contaminants in groundwater and soil.

Much of these contaminants originated from waste problems involving leaking underground storage tanks (LUSTs) for petroleum fuels, Rainwater said.

Currently, the Texas Water Commission has identified more than 1,600 LUST sites still in need of restoration. An EPA study published in 1986 reported that as many as one-third of the 3 to 4 million tanks in the nation may leak at least a small amount of contaminants.

A \$117,000 Environmental Protection Agency Research and Demonstration Grant is supporting the two-year laboratory study of the process. Along with Rainwater involved in the research are Dr. Bill Claborn, professor of civil engineering, and Dr. Caryl Heintz, associate professor of biological sciences.

Contaminants, such as petroleum fuels, may be consumed through a process of biodegradation. The process involves aerobic, or oxygen-using, bacteria that degrade the organic liquids into harmless compounds.

HOME ECONOMICS

Knights of the Round Table was the theme of

the March 30-31 reception benefiting the College of Home Economics. Held at Skyviews restaurant, the fund-raiser featured some of the city's most notable men "in a fantasy celebration of dinner themes and table settings."

Twenty-three tables were decorated by the "knights," who made their selections from Dillard's. Each round table featured a theme with china, stemware, flatware and centerpiece depicting that theme.

Knights and their themes were Frank Anderson, Western Country; Bill Armstrong, Oriental Evening; Ken Bastian, Informal Dining; J.C. Chambers, Go Raiders Go;

John Crews, Southwest Panorama; Coach Spike Dykes, Summer Picnic; Rex Fuller, Christmas Cheer; Jim Gilbreath, Entertaining Traditionally; Joe Horkey, French Country;

Danny Johnston, Fourth of July; Michael Levenson, The Hunt; Lee Lewis, The Four Seasons; Mayor Peck McMinn, Thanksgiving at Home; Dr. Ron North, The World of Medicine; Deane Pierce, Spring Bouquet; Jim Ratliff, Southwest Mesa; Romeo Reyna, Freedom Around the World;

Jim Stockman, Traditional Pastime; Jack Strong Jr., Easter Celebration; Idris

Traylor, Imperial Russia; Alan White, Leisure Time; Mark Womble, Antique Elegance; and Bob York, Art Deco.

According to Dean Elizabeth Haley, the men who were asked to serve as knights accepted the challenge with enthusiasm.

"Most seemed to enjoy meeting with Dillard's representatives to make their selections. We were all impressed by the creativity and artistry of these men in executing their themes. It made us all want to go shopping!"

Haley added that those who attended the event have described it as the most creative, elegant fund raiser in Lubbock and urged that it become an annual event.

Funds raised from the event will be used to support academic programs in the College of Home Economics. "State funds cannot provide the level of support needed to support excellence," Haley said. "So, funds such as those raised by the Round Table event help make the difference.

"Dillard's was a wonderful sponsor," she added. "Joe Stanolis, other Dillard's staff members, and Mary Reeves spent many hours in planning and coordinating the event. Lou Diekemper, Betty Wright and Georgia Mae Ericson made an outstanding steering committee."

Most young people look forward to the day

when they can move out of the family home and be on their own. But because of the high costs of houses, many of these same people are forced to return to their parents' home with their own families in tow.

According to Dr. Janet Schrock, associate professor of housing and interior design, there may be even three generations under one roof.

"Homes in the next decade will tend to have separate living quarters and more bathrooms to accommodate the large number of occupants," she said. "A large master bedroom with his and her baths will continue to be popular, while a second social or family area will give way to high costs."

While the cost of a first home may be high, Schrock said besides the tax and estate values, there is the pure emotional value of owning a home that many people want.

She sees greater advancements in housekeeping efficiency in the new ideas for the '90s homes. Through the use of robots, automatization and computerization, she hopes most everyday-



BILL GUSTAFSON

"Knight" Rex Fuller stands beside his Round Table, decorated for the theme "Christmas Cheer."

chores will be taken care of automatically.

This will only be possible in new homes built to be computer compatible, she added. Small appliances will be tied into a center processor that will turn them on and off at pre-set times so you cook a meal, brew the coffee and finish that last load of laundry before you wake up.

Another major concern facing housing designers in the new decade is an increased awareness of the environment. Schrock sees more attention being paid to clean air inside the house.

"Interior pollution has become a concern in America," she said. "Gases such as Radon have led to a wave of home pollution test kits, but in the future, computers would monitor these problems, as well."

Energy savings will be of importance in the '90s home. Much of what can be done to cut energy cost can be done in terms of landscaping. By using trees for shade and wind breaks, a homeowner not only gets beauty but creates an energy-saving barrier around the home, Schrock pointed out.

Americans will continue their do-it-yourselfishness, especially in states where home prices are extremely high,

she said. More people will be building their own homes from the ground up, saving as much as 60 percent of construction costs and 40 percent of contracting costs.

But even with all the changes in the next decade, the most important part of buying a home always has been and will remain to be location, Schrock said. (By Ian Halperin)

LAW

A group of School of Law students put their legal

education to use off-campus and into elementary, junior high and high school classrooms this spring.

In a program begun in the fall, second- and third-year students presented informational discussions on general law, the U.S. Constitution and any number of current legal issues brought up in the discussions by student questions.

Organizer and chairman of the speakers bureau, third-year student Thomas Brocato, said he at first was apprehensive about the discussions becoming

cold, one-sided lectures to an uninterested audience.

"But the students have been extremely interested and receptive to the presentations," Brocato said. "After you stop talking, they have a million questions. They all seem to have intelligent questions and comments."

Brocato said a number of factors may explain the students' unexpected attentiveness: a break from the regular classroom or the curiosity about moot court and mock trial demonstrations. Possibly the most important factor, according to Brocato, is the age proximity of the speakers with the students in high school, where most of the presentations take place.

The absence of an intimidating, older authority figure has fostered many candid comments and discussions about locker searches, capital punishment and the recent legal issue of flag burning in the United States.

The law students have also made presentations in other South Plains school districts. Interested individuals may call about the speakers at (806) 742-3793.

Tech recently honored recipients of its Lifelong

Learning Advancement Award and its Continuing Education Excellence Award during the University's Faculty Honors Convocations.

Professor Charles P. Bubany received the continuing education award which recognizes a University or Health Sciences Center employee for his/her contributions to the Division of Continuing Education.

Nominees were evaluated for their excellence as an instructor/presenter, curriculum developer, program planner and/or evaluator for continuing education.

Bubany was selected for his extensive work for the past 15 years in continuing legal education and related scholarly work. He has presented papers, given speeches, moderated panels, conducted workshops and seminars, developed materials and conducted research related to a variety of legal issues, topics and problems.

Dr. Sheryl Boyd, assistant chair for development of internal medicine and associate professor of the health organization management department in the Health Sciences Center, received the Lifelong Learning Advancement Award. The award is given annually to an individual, organization or business for significant support and involvement in lifelong learning.



IAN HALPERIN

Scholarship Funds — *The West Texas Chapter of the International Association of Financial Planners has adopted Tech's Family Financial Planning program as their scholarship project. The first check of \$2,700 was presented by IAFP chapter president Bob Barnhill III to Dean Elizabeth Haley this spring at the organization's monthly meeting. With them are (left) Lee D. Pennington of Duran/Pennington-Bass and head of the development council of the Dean's Advisory Board; and Reid Warner (right), chairman of the board of the IAFP chapter and originator of the scholarship project.*

Leather — A new industry for Texas

The United States and especially Texas are major producers of cattle, sheep and goat hides, but few companies tan these hides and turn them into finished products.

As a result, a large majority of shoe and other leather products imported to the United States are made of U.S. hides. In 1987, a net trade deficit of \$9.1 billion was created between the value of exported hides and skins and imported leather goods.

However, the outlook for leather tanning and finishing in the U.S. appears to be getting brighter. Dr. Jinger Eberspacher of the Tech merchandising faculty has been working on a project since 1987 to bring the leather industry — and the economic benefits of it — to Texas.

Neither she nor husband, Jack, executive director of the National Grain Sorghum Producers Association, are new to the cattle industry. Having livestock backgrounds, they have been able to work together on the initial stages of the project, using her expertise for its promotion and marketing, and his experience as a rancher.

Eberspacher said most of the leather tanning and finishing plants are in the North, but they are facing severe problems. Between 1982 and 1987, the U.S. leather tanning and finishing industry declined 64 percent as the result of tightened EPA standards, high labor costs and tightened hide supply, "creating an incredible trade deficit," she said.

The High Plains of Texas produce more than five million fed cattle hides per year, with less than one percent processed locally. Ninety-two percent of all the sheep and goats from Region 6 (Texas, Oklahoma, New Mexico, Louisiana and Arkansas) are slaughtered in Texas, but almost no processing beyond preservation of green hide is carried out locally, she said.

If only 10 percent of the annual Texas fed cattle were processed through tanning, finishing and manufacturing, value added by processing accruing to the Texas economy would yield about \$124 million, according to Eberspacher.

"Not only would the leather industry bring millions of dollars to Texas, it would provide hundreds of jobs," she added. "The smallest start-up plant recommended would have a potential employment of 60 to 75 people, with a

If only 10 percent of the annual Texas fed cattle were processed through tanning, finishing and manufacturing, value added by processing accruing to the Texas economy would yield about \$124 million."

— Dr. Jinger Eberspacher

large plant employing 300 to 400 people."

In order for the leather industry to succeed in Texas, the state must be able to compete with foreign prices. To do this, she said, Texas will need the help of Mexico, which is recognized as a primary source of leather-related technology and manufacturing.

In 1965, Mexico initiated the maquiladora program (twin plants), which allows U.S. firms to export cut materials and reimpart the finished product, only paying duty on the value added, usually the low-cost labor.

United States Tariff Code TSUS 807.00 allows cut leather products to be exported to Mexico for assembly and then imported back to Texas at low tariff rates.

"Assembly constitutes the most labor intensive effort and therefore it is the most costly phase of leather production," Eberspacher said. "By using Mexico's abundant low-cost and highly productive labor, Texas products would be able to compete in the domestic finished products market."

Another reason Texas is ideal for the leather industry, she added, is its common border shared with Mexico, which provides a shortened manufacturing supply line.

"This close proximity would allow rapid transportation between the Texas-based manufacturing plants and their Mexican assembly plants. Again, the cost reductions allow Texas to compete more effectively with foreign counterparts."

Although a great deal of information does exist, additional applied research must be done to update the existing information. Eberspacher said Texas Tech has established a Leather Research Institute to do the following:

- Collect all existing research and information and maintain an ongoing system of data collection and retrieval;
- Conduct technical research into environmental issues and applied field research into the areas of marketing and merchandising; and
- Disseminate all information to interested parties from Texas communities.

Funding for the leather institute project has come from various chambers of commerce in different communities and from the U.S. Department of Commerce.

Eberspacher has spoken with community leaders who were "astonished to learn of the opportunity being missed by Texas to have a leather industry," and they are in support of the project, she said. (By Christi Wharton)



DARREL THOMAS

Dr. Jinger Eberspacher, director of the Leather Research Institute

Summer's the season for sniffles and sneezin'

BY KIM DAVIS



ARTIE LIMMER

It's that time of year again — the flowers are in full bloom, the grass is a lush green, and you're miserable. Allergies. They're nothing to sneeze at.

"Every allergy season, more than 14 million Americans battle with runny noses, itchy eyes and scratchy throats," said Dr. Jitra Anuras, a Health Sciences Center allergist. "In addition, many sufferers often experience breathing difficulties, headaches, irritability and a feeling of

the histamines that produce all the swelling and itching associated with an allergic reaction."

The best obvious treatment for allergies is avoidance. But most of the time, avoidance is not possible, she said. In Texas, allergic reactions can be triggered by anything from tumbleweeds to house dust.

But if a person does know, for example, that he or she is allergic to pollens, that person should avoid outside activity, if possible, between 5 a.m. and 10 a.m.

"Many (allergy) sufferers often experience breathing difficulties, headaches, irritability and a feeling of fatigue for weeks at a time."

— Dr. Jitra Anuras

fatigue for weeks at a time."

"Tis the season, she said, when the air we breathe is infiltrated with tons of particles of pollen, dust, molds and dander, a scaly substance found on animal hair and feathers. These substances — technically called allergens — can be carried for hundreds of miles in the infamous West Texas winds.

An allergy is born when the body's immune system interprets a harmless substance — such as pollen — as a health threat. The immune system, in turn, primes the body to fight against the irritant.

"When an allergen invades the eyes or nose of a sensitive person, the body fights back by releasing various chemicals, such as histamines," Anuras explained. "And it is

"That's when pollination is most active," Anuras said.

Even though the allergy sufferer may not be able to determine the cause of his distress, Anuras advises antihistamines or decongestants — depending on the symptoms — available over the counter at any local drug store.

Decongestants relieve congestion by causing constriction of nasal blood vessels. Antihistamines counteract the effects of histamines on the blood vessels and mucous glands, thus preventing allergy symptoms.

Despite being sold without prescriptions, these drugs can cause side effects that some people may find undesirable, Anuras said. Drowsiness and nervousness are two common effects, along with dry mouth and throat.

Other nonprescription medications can increase the heart rate. Nasal sprays — if used for prolonged periods — can lead to "rebound" nasal congestion that's worse than the original stuffiness.

Luckily, Anuras said, prescription medication is available for those who aren't helped by nonprescription drugs or can't tolerate the side

effects. Prescription nasal sprays and eyedrops help reduce swelling and irritation in specific areas, as opposed to over-the-counter pills that dissolve and circulate throughout the body.

"These (prescription) drugs are most effective when taken as a preventive measure, before you are exposed to the allergen," she said. "The side effects from prescription medications are very minimal."

If all else fails, Anuras said a series of tests and shots — called immunotherapy — are available to relieve symptoms of specific allergens. Immunotherapy introduces the offending allergen into the body in amounts small enough to avoid an allergic reaction, but large enough for the body's immune system to recognize the allergen. Slowly, the amounts of the allergen are increased, until the allergen — in its natural state — no longer causes a reaction.

Since there is no cure for allergies, other forms of treatment may continue for as long as the allergen is present. However, during immunotherapy, patients usually become "desensitized" to the allergen and need shots less frequently.

"Some patients are even able to develop complete tolerance to the allergen," Anuras said. "In these cases, the shots are stopped altogether."

However, immunotherapy should only be considered as a last resort, Anuras said.

"Immunotherapy can be quite expensive," she added. "We have several products on the market now that are quite effective. Luckily, the progress in good medication has cut down on the number of people having to resort to immunotherapy."

Allergies, she said, can show up at virtually any time in a person's life, though most have emerged by puberty. In some cases, certain viruses, stressful situations and changes in environment can trigger various allergies that may have been dormant for years.

So the next time you head for that Kleenex box thinking you have a head cold, think again. It's possible that those irritating allergies have gotten the best of you.

Allergies.

They're nothing to sneeze at!

Focus on President's Scholars

BY FRANCIE LOWE

"You might ask, 'Why do we want these exceptional students?' My answer is that the presence on the campus of these bright youngsters flavors the entire academic environment. Faculty are motivated by their presence in their classrooms. Other students are encouraged to strive for the best in their own academic careers. I cannot over-emphasize how much they contribute to the quality of campus life."

— President Robert W. Lawless

When he came to Texas Tech just a year ago, President Robert W. Lawless immediately identified a personal goal.

The new chief executive felt that just as "star" faculty bring national attention and prestige to the University through their research, publication and teaching efforts, "star" students visibly enhance the quality of undergraduate study.

He decided to concentrate on increasing the number of Presidential Endowed Scholarships, the most prestigious scholarships Texas Tech offers to incoming freshmen. Lawless takes considerable pride in the fact that the scholarships, which are fully funded at \$25,000, have increased tenfold during his first year in office.

TOP SENIORS

Presidential Endowed Scholarships are awarded to exceptional young scholars, normally those who graduate in the top 10 percent of their high school classes.

To qualify, a student must have an ACT score of at least 31 or an SAT score of at least 1350, and have maintained a B+ or better average

during the junior and senior years of high school. Leadership is indicated by recommendations from the high school principal and/or counselor. Financial need is not a requirement, and students may enroll in any program of study.

Upon recommendation by the Office of Financial Aids, the scholarship is awarded by the President. The scholarships are renewed up to five years, providing the student maintains a 3.5 or higher grade point average.

RECRUITING TOOL

"Presidential Endowed Scholarships are one of our primary ways of recruiting outstanding young scholars to the campus," Lawless said. "Previously, it has been very hard for us to compete with institutions like Texas A&M and Rice, which can offer very attractive financial packages to students who graduate at the top of their high school classes. Sometimes students from our own region, who would prefer to come to Texas Tech, attend other schools because of the financial benefits.

"Having these scholarships avail-

able means that we can seek out these most capable students and encourage them to choose Tech.

"You might ask, 'Why do we want these exceptional students?'" Lawless continued. "My answer is that the presence on the campus of these bright youngsters flavors the entire academic environment. Faculty are motivated by their presence in their classrooms. Other students are encouraged to strive for the best in their own academic careers. I cannot over-emphasize how much they contribute to the quality of campus life."

DONORS ARE SPECIAL

The Presidential Endowed Scholarship program at Texas Tech was begun in 1983. A celebrity tennis tournament and the Enterprise Campaign, Texas Tech's capital funds drive, resulted in several of the endowments.

The President's Council, a premier support organization for the institution and the office of the President, established a number of the scholarships, including one designated the Health Sciences Center Presidential Endowed Scholarship.

A few of the scholarships bear the names of corporations and foundations. For example, Southwestern Bell Foundation, whose chairman of the board and chief executive officer Edward E. Whitacre Jr., is a Tech graduate, recently announced plans to fund up to six of the prestigious scholarships.

Another recent donation resulted in establishment of the Plains National Bank Presidential Endowed Scholarship. Through the efforts of Giles McCrary, a long-time and beloved supporter of Texas Tech, the Ershel A. Franklin Charitable Unitrust has endowed a scholarship. The Ella C. McFadden Charitable Trust, a significant supporter of Texas Tech, has endowed 35 of the prestigious scholarships.

Most of the scholarships, however, have been endowed by individuals and bear the names of the donors or of persons the donors want to honor. Several are memorials to loved ones. Nearly always, the

persons named have some special tie to Texas Tech.

As an example, Ray and Lou Diekemper, a local couple known for their support of Texas Tech and the community, have endowed two scholarships to honor members of the Texas Tech "family." One will carry the name of Elizabeth G. Haley, dean of the College of Home Economics, who served as interim president of the University and Health Sciences Center before Lawless' arrival. The other is a tribute to Dr. Idris Rhea Traylor, director of the International Center for Arid and Semiarid Land Use Studies.

Two, the E.C. Crofoot Presidential Endowed Scholarships, were given by E.C., Jay and Terry Crofoot of Crofoot Cattle Co. Through the Mary Luccock Livermore Foundation, Mrs. Jane Wofford has endowed a scholarship to honor her parents, George P. and Mary L. Livermore, who played an important role in Lubbock history.

Bill Tinney, long associated with

Lubbock and Texas Tech and most recently director of the President's Council, and his wife, Eileen, have chosen to endow a scholarship named for their children, Robert and Marilyn. William C. and Frances M. Holden, whose devotion to Texas Tech is well known, have also given their names to an endowment. Still another bears the name of Nancy Setzer Murray, first wife of former Texas Tech President Grover E. Murray.

A recently established scholarship bears the name of W. Tom and Teresa Campbell, while others are named for Frances B. and John J. Christmann, B.K. and Gordon Mayes, Dennis R. and Pinki Meals, Jack and Zoe Kirkpatrick and George C. and Mary K. Miller.

Dr. Thomas F. Neal has chosen to name an endowed scholarship for his wife, Nancy; another was endowed by Mrs. Carl E. (Juanita) Ratliff. Dr. and Mrs. Max Stettner have chosen to endow two scholarships which will be called the Max and Sylvia Stettner Presidential Endowed Scholarships.

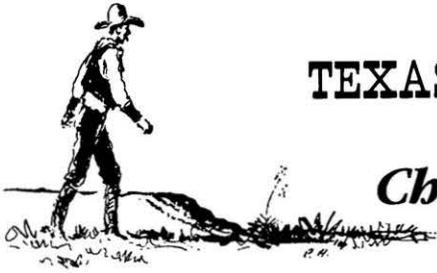
Another scholarship, named for Joe Dick Slaughter, is endowed by Ms. Graeme Stewart, while another bears the name of Alan Tomlinson. Several other scholarship agreements are pending.

"Texas Tech is extremely fortunate to have supporters like these individuals and corporations," Lawless said. "They recognize that if we want Texas Tech to be one of the first-rate institutions of higher education, not only in Texas but in the country, we need to be able to point to these young men and women as examples of the kind of students who seek and receive degrees here.

"The fact that these young people, who have so many choices, prefer Texas Tech speaks to the quality of our academic programs. In addition, they will serve as examples of our finest graduates wherever they go after they graduate from Texas Tech; they will be among our most distinguished alumni."



President Robert W. Lawless (seated) expresses his gratitude to Mrs. W. Tom Campbell (left), whose gift to Texas Tech was recently designated for the W. Tom and Teresa Campbell Presidential Endowed Scholarship. Standing (from left) are Max Ince, president of the South Plains Foundation, through which the gift was made; Tommie Campbell Hatch and Tim Campbell, children of the Campbells; and J.C. Chambers, president of the Texas Tech University Foundation.



TEXAS TECH IN RETROSPECT

Chanslor E. Weymouth Remembered

BY ROBERT W. CLARK

Earlier this year, a bust and a portrait of the late Chanslor E. Weymouth were donated by the Weymouth family to the Texas Tech University Library and the Southwest Collection. Presentation of the pieces occasions a remembrance of the rancher and longterm supporter of Texas Tech University.

Chanslor E. Weymouth was born in 1890 in Mansfield, Ark., while his family was traveling on a wagon train from Maysville, Ky., to southwest Missouri. He later attended Westminster College in Fulton, Mo., and the Colorado School of Mines in Golden.

Weymouth married Fannie Fern Masterson, daughter of a prominent Panhandle rancher in October 1919, and two years later he launched a ranching career that carried him to prominence in West Texas.

Owner of the Long S Ranch in Moore and Potter counties and president of the Texas and Southwestern Cattle Raisers Association for two years, Weymouth also served the state of Texas as a member of both the Livestock Research Advisory Committee and of the Secretary of Agriculture's Advisory Committee on Hoof-and-Mouth Disease.

Weymouth's ranching success and dedication to agricultural education earned him an appointment to the Board of Directors of Texas Technological College in 1941. He remained on the board until 1953, making his tenure as a director one of the longest in Tech history.

While on the board, Weymouth was instrumental in acquiring for Texas Tech the land of the Pantex Ordnance Plant near Amarillo for

use as a research farm. The 13,800-acre farm is used for researching livestock, crops, soils and water usage.

Following his departure from the board, Weymouth continued his civic activities and his support of Texas Tech. In 1962, as chairman of the Board of Trustees of the Killgore Foundation, Weymouth supported a \$500,000 grant to Texas Tech for the building of a Killgore Beef Cattle Center at the Texas Tech Research Farm at Pantex.

A memorial to C.L. and Florence Killgore, early pioneers in Texas Panhandle ranching, the center quickly became a research leader in the beef cattle industry. Weymouth died in 1979 following a lengthy illness.

Texas Tech University and the South Plains will always be indebted



Weymouth (center) and other officials at the groundbreaking of the Killgore Beef Cattle Center, 1964.



Chanslor Weymouth, 1890-1979. Portrait on display in the Southwest Collection.

to Weymouth for his dedication to excellence in agricultural education.

As Texas Tech Associate Dean of Agriculture Dr. J. Wayland Bennett wrote in 1964, Chanslor Weymouth's "interest in Texas Tech, in the agricultural industry and the livestock industry in particular... will be remembered and gratefully acknowledged by succeeding generations."

The bust of Chanslor Weymouth is exhibited in the Croslin Room at the Texas Tech Library, and the portrait can be seen at the Southwest Collection.

Make plans now



9th Annual

RED RAIDER

ROAD RACE

5K & 10K

Date:

Homecoming Weekend
Saturday, Sept. 29, 1990

Time:

8 a.m.

Course:

Texas Tech Campus
Starting at Student Rec Center

Registration Fee:

\$10 to Texas Tech Loyalty Fund
Benefiting academic scholarships

Packet Pick-Up:

Ex-Students Association Weekdays 8 a.m.-5 p.m.

(closed during noon hour)

Friday, Sept. 28, 8 a.m.-9 p.m., U.C. Lobby

Saturday, Sept. 29, 7-8 a.m., Rec Center

For Further Information:

Ron Key, (806) 765-5551

**Benefiting the Texas Tech/
West Texas Running Club
Academic Scholarship Fund**

Missing Some

Baseball team suffers through tough season

When Texas Tech head baseball coach Larry Hays first welcomed his 1989-90 edition of the Red Raiders into fall drills back in September, his hopes and wishes for the coming season were very high. To say that the final result of the 1990 campaign was disappointing would be the same as saying that the building of the Empire State Building was a major project — they are both simple statings of the obvious.

The Red Raiders finished the 1990 season with an overall mark of 31-29 and an SWC mark of 5-16 for seventh place in the eight-team league. The bad news is that for the 10th season in a row, the Raiders failed to make the SWC Post-Season Tournament field (only the top four teams in the regular season make the tourney) and they also wound up the year losing five of their last six SWC outings.

"We certainly had high expectations coming into the season, and we're disappointed in the way the year ended up," said Hays, who just completed his fourth year at Raiderland. His record is 118-104-1 in that time.

"There are several factors that you could say led to our downfall, but ultimately it just comes down to the fact that we didn't win several games early in the conference race that we had a chance to against some good people. When you don't take advantage of your opportunities — they don't come along that often anyway — then you are going to come up short in the long run."

While the bottom line in most athletic areas is winning and losing, the Red Raiders did have a few

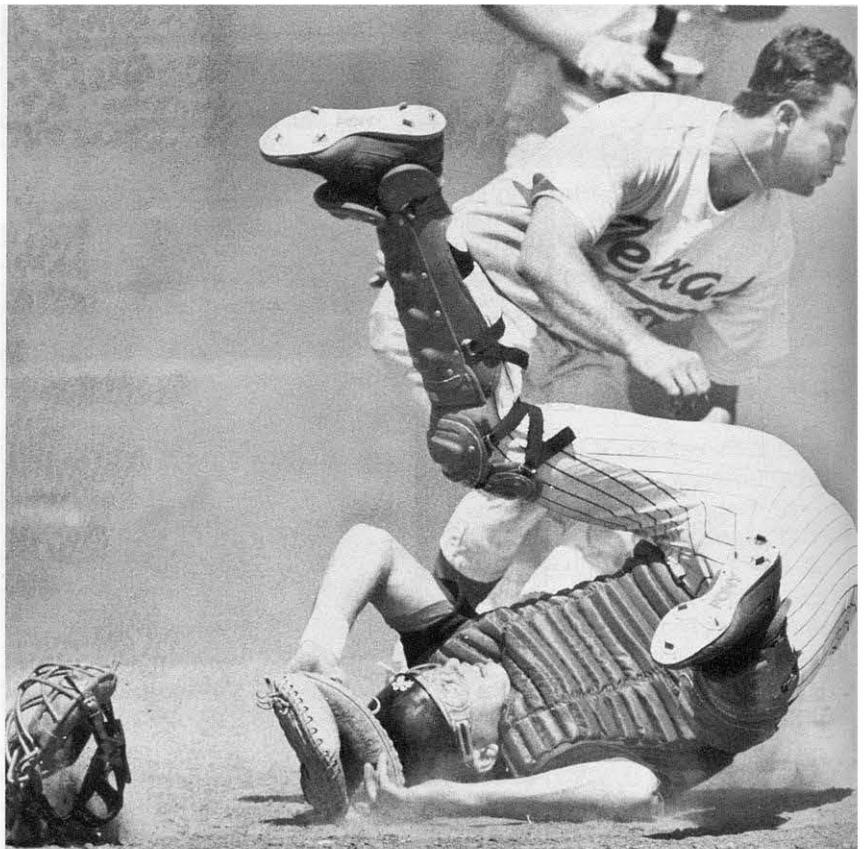
bright spots on which to build for next season. They also established something for the first time in school history when the team recorded 30 wins for the third straight season.

Baseball, like so many other sports, is a team event and the goals and accomplishments reached by individuals often pales in comparison to those of the squad as a whole. However, when you start to analyze the Tech baseball campaign of 1990, the handiwork of several

individual performers may, in fact, be a preview of what lies ahead for the entire program.

"We did have several players perform really well throughout the season," said Hays, who now has a record of 813-485-2 in his 20-year college coaching career. "Although the team didn't fare as well as we wanted, you still have to tip your hat to the guys who played well from beginning to end."

Heading that list were All-Southwest Conference selections Tony



Opportunities

BY KELLY ROBINSON

Tijerina and Chris Moore.

Tijerina, a junior college transfer from Long Beach, Calif., Community College, was named to the UPI All-SWC team as the league's top catcher. The product of Long Beach's Wilson High School turned in an outstanding defensive performance in 1990 as he played in 51-of-60 games behind the plate and committed just six errors in his 288 chances behind the plate. In those outings, he also allowed just five passed balls to help his fielding percentage become an outstanding .979 for the year.

The switch-hitting receiver hit .313 for the season with a team-high 16 doubles. He contributed 36 RBIs, including four on the team's only grand slam of the year. In SWC

play, he hit .278 with six doubles.

Moore, an Abilene Cooper product who played his junior and senior seasons for the Red Raiders after transferring from Hardin-Simmons, earned ALL-SWC honors on the UPI squad as the utility outfielder.

The team's leading hitter at .330 for the season, Moore also contributed seven homers and 32 RBIs on the year. He was successful on 12-of-15 stolen base attempts and for his career swiped 28-of-31 bases.

Moore was one of the league's top hitters in conference games as he hit at a .322 clip for the 19 games he played in before getting injured and sitting out the final two games of the year.

While Tijerina and Moore drew

praise from the voting members of the UPI team, there were a few other Red Raiders who went unnoticed when All-SWC time came around, but who excelled as well.

Chief among those is sophomore outfielder Jeff Boydston, who probably was the team's MVP for the last half of the season. The Plano High product finished 1990 hitting .299, but he stole a school-record 27 bases in 30 tries. And he finished his second Tech season just two steals shy of the school career theft mark with 40.

Two Red Raider pitchers established themselves in the record books this season as junior Lucio Chaidez and senior Kurt Shipley each eclipsed previous Tech records. Chaidez, a transfer from El Camino, Calif., Junior College, tied the school victory mark as he posted a 9-8 record on the year. He also pitched more innings than any Raider hurler in history with his 112 frames of work.

Shipley, a four-year letter winner from Arlington High, established himself as the school's top "ironman," as he made 12 appearances in 1990 to give him a school record 70 career mound outings.

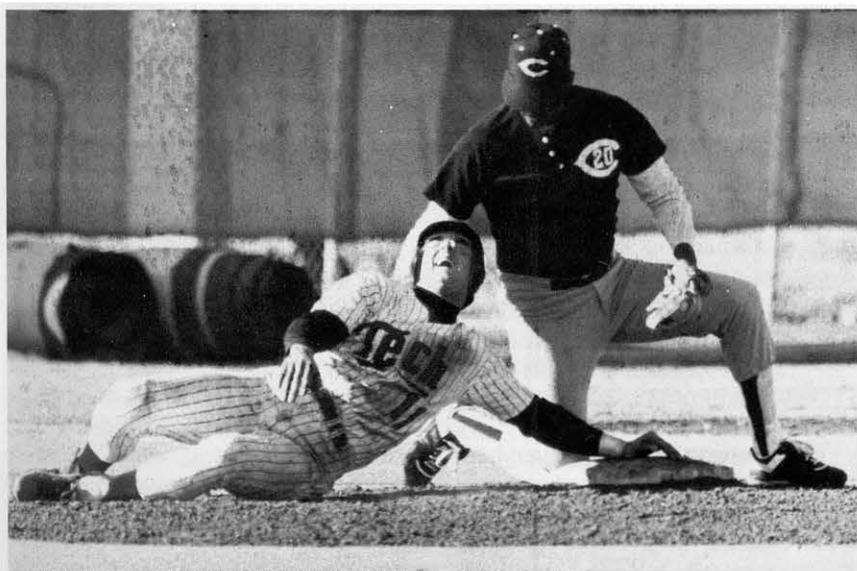
Excuses are not something Larry Hays is often accused of making, but the 1990 campaign started out on a bad note as returning All-SWC pitcher Jeff Beck was saddled with arm problems and was only able to throw sparingly during the year.

The senior from Mira Costa, Calif., appeared in only three games and threw a total of six and one-third innings. That loss to the Red Raider pitching staff was tough for Hays and company to overcome and pretty well set the tone for the entire season.

Beck's injury problems combined with the addition of 17 new players to the roster, plus the close losses to some of the top teams in the country, caused the Red Raiders to come up short on their preseason expectations.

But, like the saying goes, "There's always next year."

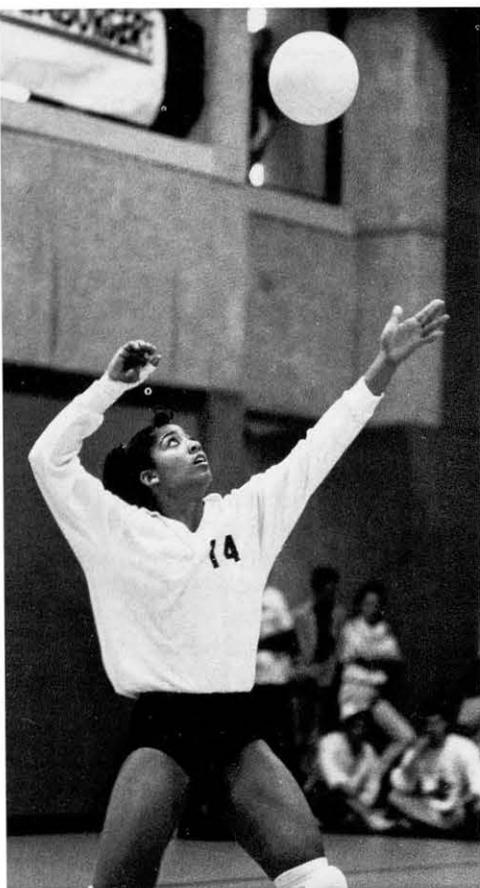
"Next year" won't roll around soon enough for Larry Hays and his team as they try to put the disappointment of 1990 behind them. 



1990 baseball action had its highs and lows, but basically didn't play out the way Hays had hoped in the preseason before injuries and missed opportunities laid the team low.

(soon to be) The hottest game in town

BY KENT BEST



JAMES GRANGER

Sabrina Zenon prepares to serve during a game against the Houston Cougars.

Texas Tech has been associated with a lot of things over the years. The Bell Towers, Carol of Lights, Will and Soapsuds and the Saddle Tramps all are prevalent Red Raider traditions. And of course, there's football and Saturday afternoons in the fall at Jones Stadium.

For the most part, however, people have not readily played the word game and put the Red Raiders and a certain other fall sport in the same sentence. Oh, they've heard of it. They've probably even seen it. Heck, most people have played it.

But regardless of its almost universal appeal, volleyball has not taken Tech or Lubbock by storm. Mike Jones and his 1990 Red Raiders are planning to change all that.

Jones, who in his first year as a collegiate head coach led Tech to a 20-12 record and a first-ever invitation to a national post-season tournament, is back for his sophomore campaign armed with five of six

returning starters and a recruiting class that championship seasons are built upon.

Plus, the foundation for a broadened base of support was established last year as the Red Raiders routinely played before standing room only crowds in the relatively cozy confines of the Student Recreation Center on the Tech campus.

Jones, who knows all about great fan support after coaching for four seasons at volleyball power University of the Pacific before coming to Tech last year, said he believes this year's squad has the charisma and talent to make the Rec Center the place to be during Tech's matches.

There was entertainment aplenty in 1989 as Jones guided a sophomore-laden squad to an 8-1 record in five-game matches — the best mark ever for a Tech team in matches that have gone the full complement of games. Tech's reputation for playing its best when its back was against the wall prompted a local sportswriter to comment that it appeared the Red Raiders like to "spot" their opponents to an early lead just so they could come from behind to win. A charge Jones vehemently denies.

"I can see how he might think that, however," Jones said, "because it seemed like we were always going to five games and then winning."

"I don't think I've ever coached a team that's been so successful in five-game matches. My last year at Pacific we had three All-Americans and we were 0-6 in five-game matches. Some teams just handle pressure better than others and last year we handled it very well."

The situation should be even better this season as Jones welcomes back the team's leading offensive and defensive threats from last year in senior middle blocker Lisa Clark and junior outside hitter Sabrina Zenon.

Clark led the team in kills with

327 and in total blocks with 144, while Zenon contributed 314 kills and 398 digs. Also back for the team are junior blocker Chris Martin and senior setter Sheila Solomon, who had 1,145 assists and 421 digs last year as a junior.

Clark was named to the All-Southwest Conference Second Team and Solomon became Tech's first-ever recipient of a national honor, as she was named all-tournament at the Women's Intercollegiate Volleyball Championships in Birmingham, Ala. last fall.

Another returning starter from last season is sophomore Kristen Sparks, who made the transition from high school to the Division I collegiate ranks much more smoothly than anticipated. Also back for their sophomore campaigns are backrow specialist Rochelle Kaaia and outside hitter Kim Gosselin — two of the top newcomers in the SWC last year.

With his returning players alone Jones would be able to challenge for the SWC crown, but with the addition of transfer Andrea Ventura, a two-year starter at New Mexico State, and a trio of high school signees, the Red Raiders appear poised to make some national noise as well.

Joining the program after stellar prep careers are Chris Fehrle, a 5-11 middle blocker from Houston; Courtney Gentry, a 6-0 middle blocker from El Paso; and 5-11 middle blocker Erica Ruegg from Aurora, Colo.

"Andrea should be able to step into a starting role right away and any of our freshmen could challenge for a starting berth," Jones said. "Last year we didn't have much depth and our lineup was fairly unchanging. This year, we'll be three deep at almost every position so I'll have to coach a little bit more and I'll have a few more buttons to push."

*Carmen Ferullo helps pitchers with their curve balls —
and parents of addicted children to understand and cope.*

More to this coach than baseball

BY COURTNEY CHRISTIAN

I'd never go back to New York. We're Texans now," said Coach Carmen Ferullo, the assistant baseball coach for the Red Raiders. Ferullo is a veteran pitcher who played from 1947-57 in minor and semi-pro league baseball. Originally from Amsterdam, N.Y., he has traveled the country with various baseball teams, and finds Lubbock a refreshing town.

During the later years of his playing days, he was first a sales representative and then a divisional manager for I.D.S. It was then Ferullo was asked to move to Lubbock. After that, he had many opportunities for promotions, but he and his family didn't want to leave.

"The people here seem to be more caring and compassionate," he said. "If someone living here has never been out of Lubbock, it's difficult to see how good you have it here. The weather, the people, the way of life, the morals and the opportunities in Texas and the Southwest area are tremendous."

Although 20 years has past since Ferullo came to Lubbock, his accent belies his claim to being a "Texan." His warm smile, friendliness and generosity make him one at heart, though. In fact, these are the quali-



DARREI THOMAS

Caring comes naturally for Ferullo, on the field and off.

ties that helped Ferullo through a difficult time in his life and prompted him to counsel others.

Several years ago, a member of his family was chemically dependent. Ferullo was overwhelmed with helpless frustration at the situation. He didn't know what to do or where to turn. So he gathered information on the subject by attending open Alcoholics Anonymous and Narcotics Anonymous meetings and seminars and doing a lot of reading.

Ferullo and his family got through this time, but he was left wondering if other parents found themselves in similar situations with no readily available help.

With his wife, Ferullo started a group for the concerned parents of chemically dependent children, called Family Anonymous. They have now helped more than 1,500 sets of parents. The group meets at 7 p.m. Wednesday nights at Charter Plains Hospital in Lubbock.

"For the last seven years, the group has met, and each week we get one or two new sets of parents," Ferullo said. "The ages of their addicted children are getting younger and younger.

"There's no disgrace in being the parent of a child with an addiction. The parents are usually the last to know about it, in fact, because of their natural inability to bring themselves to believe that their child could have such a problem."

Ferullo encourages all parents in need of support services to attend Family Anonymous meetings. There is no charge, and the group is part of a national organization. "There are about 15 groups in Texas now," he said, all providing help, support and information."

Ferullo's other involvement, that with Tech baseball, began in the fall of 1987, when he came to watch the team practice. Wanting to help out, he volunteered his services to Coach Larry Hays. In January 1988, Hays officially asked him to be the pitching coach. "I was tickled to death. I hadn't been in uniform in almost 40 years."

The coach considers himself a "mother hen" to the team, telling them the same things over and over, he said. "The tips I give them are for their own good — even if they get tired of hearing it — that's what I'm here for." 

SPORTS SHORTS

The men's tennis team wrapped up one of

their most successful seasons ever this spring by posting an impressive 23-7 season record. Coach Ron Damron had his Red Raiders nationally ranked for much of the season before they finished in a tie for fourth place in the tough Southwest Conference. It was the school's highest SWC finish in 20 years.

"It was a fun year for us," Damron said. "With everybody coming back next year, we are looking for even better things."

Highlights of the year were a first-ever victory over Arkansas in Fayetteville and narrow 5-4 losses to powers Texas and TCU.

Junior Matt Jackson finished the year ranked among the nation's Top 70 collegiate players and earned All-SWC recognition.

The Texas Tech Athletic Department has

scheduled a bus trip to Albuquerque for fans wanting to see the Red Raiders play the New Mexico Lobos on Sept. 22.

Buses will depart Jones Stadium at 7 a.m. on game day. Kickoff is 4 p.m. (CST) and buses will leave to return to Lubbock approximately 30 minutes after the game ends. Stops will be made for lunch and dinner.

Packages, priced at \$50 if purchased by Sept. 1 and \$60 after that, include the bus trip, game ticket and a Tech Spirit Kit.

For reservations, contact the Tech Ticket Office at 742-3341 or 1-800-248-3241.

Red Raider Club President Steve Locke has

announced the addition of Scott Toman and Mike French as field representatives for Texas Tech's primary athletic fundraising organization.

"We're excited about Scott and Mike joining the Red Raider Club staff," Locke said. "We'll be able to cover more ground than we have in the past few years."

Toman lettered for the Red Raiders as a quarterback in 1986 and 1987. He started the first three games of the 1987 season when Billy Joe Tolliver was

down with an injury. A 1988 graduate of Texas Tech, Toman will serve as field rep for the Lubbock-West Texas area. He has worked in private business in Phoenix, Ariz., for the past year.

French will work the Houston-Austin-San Antonio area for the Red Raider

Club. A 1989 Tech graduate, he will give the club a representative in South Texas for the first time in four years.

Toman replaces Tim Chambers, who resigned in February to enter private business in Dallas. Gred Todd currently is serving as a field rep in Dallas.

Texas Tech Spring Signees

Men's Basketball:

Stacy Bailey, Guard, 6-2, 190, Jr-TR, Oakland, CA (Berkeley)/Western Wyoming College

**Mike Brewer, Forward, 6-6, 210, Fr-HS, Clovis, NM (High)

Lamont Dale, Guard, 6-3, 210, Jr-TR, Marley, MD (Snow Hill)/Hagerstown (MD) JC

**Jeremy Lane, Center, 6-9, 235, Fr-HS, Minneapolis, MN (Irondale)

Bryant Moore, Point Guard, 6-1, 175, Jr-TR, San Diego, CA (Madison)/Mesa (AZ) JC

**Signed during NCAA's early signing period, November 1989.

Women's Basketball:

Janice Farris, Post, 5-11, Fr-HS, Lubbock (Monterey)

**Danette Fresch, Post, 6-0, Fr-HS, Austin (Reagan)

Diana Kersey, Forward, 5-10, Fr-HS, Lubbock (Monterey)

**Kim Pruitt, Forward, 6-0, Fr-HS, Idalou (High)

Stephanie Scott, Guard, 5-9, Fr-HS, Plano (High)

Tami Wilson, Forward, 5-11, Jr-TR, Seagraves (High)/Western Texas College

**Signed during NCAA's early signing period, November 1989.

Baseball:

Bryce Cunningham, Shortstop, 6-1, 180, B-R, T-R, Fr-HS, Lubbock (Monterey)

Greg Cushman, 3rd Baseman, 6-3, 210, B-R, T-R, Fr-HS, Lubbock (Monterey)

Ryan Daly, Shortstop, 5-10, 155, B-R, T-R, Salem OR/Mira Costa (CA) JC

Travis Driskell, Righthanded Pitcher, 6-1, 165, Fr-HS, Austin (Anderson)

Denny Hocking, Shortstop, 5-10, 165, B-S, T-R, Jr-TR, Torrance, CA (West)/El Camino (CA) JC

Chris Miller, Lefthanded Pitcher, 6-2, 185, Fr-HS, Dallas (Lake Highlands)

*Jon Mize, Infielder, 5-10, 180, Jr-TR, Lubbock (Coronado)/Hardin-Simmons

*Joined team last fall, but goes on 1990 signee list.

Women's Tennis:

Debbie Biswell, Fr-HS, Plano (High)

Sheri Gilreath, Fr-HS, Abilene (Cooper)

Lynne Jackson, Fr-HS, Beaverton, OR (Sunset)

Men's Tennis:

Stefano Walker, Fr-HS, Vancouver, B.C., Canada (Carson Graham Secondary School)

Men's Golf:

Joe Klemmer, Fr-HS, Oley, PA (Oley Valley)

Lance Lokey, Fr-HS, Lubbock (Monterey)

Men's Track:

Brandon Bain, Middle Distance, 6-3, 170, Eulless (Trinity)

Jeff Johnson, Sprinter, 6-1, 170, Fr-HS, Graham (High)

Daniel Medrano, Cross-Country/Distance, 5-8, 135, Jr-TR, Floydada (High)/South Plains College

David Medrano, Cross-Country/Distance, 5-11, 138, Jr-TR, Floydada (High)/South Plains College

Gary Owens, Hurdler, 6-1, 175, Fr-HS, San Angelo (Central)

Darin Chase, Half-Miler, Fr-HS, Odessa Permian (High)

Planning ahead is good advice this fall for Texas Tech football fans hoping to see the Red Raiders play in Jones Stadium. Ticket Manager Carol Baker reports ticket sales for the 1990 season have been heavy during the early going, and there could be as many as three of the five home games sold out.

"Texas, Miami and Baylor are getting quite a bit of interest," she said. "The excitement of last year's 9-3 season and the bowl win have carried over."

Season tickets currently are on sale at the Texas Tech Ticket Office for \$75, \$80 and \$90, depending on the location. Both east and west side seats are available. Reservations are being accepted on a first-come, first-served basis for individual game tickets. These will not be filled until after the main season-ticket thrust ends in mid-August. Advance orders for Texas, Miami and Baylor have been heavy.

Also available are Guns-Up Club memberships, open to high school age and under. The \$30 package includes a reserved seat to all five home games, a special Guns-Up Club T-shirt, a 1990 Texas Tech football poster and valuable coupons. Only high school age and under will be admitted with a Guns-Up Club ticket and membership will be limited to the first 1,000 to sign up.

To obtain tickets for the 1990 season, contact the Tech Ticket Office at 742-3341 or 1-800-248-3241. Visa and Mastercard are accepted.

1990 Red Raider Home Schedule Sponsors

Date	Time	Opponent	Corporate Sponsor	Events
Sept. 13	7 p.m.	Houston	Southwest Coca-Cola Bottling Co.	To be announced
Sept. 29	7 p.m.	Baylor	Alderson Cadillac	Homecoming
Oct. 27	2 p.m.	Miami	NCNB Texas	Family Day, Leap Frog, Parachutists
Nov. 3	2 p.m.	Texas	Mass Mutual	Balloon Release
Nov. 17	2 p.m.	SMU	Methodist Hospital	Veteran's Recognition, Air Force Fly-By

TIMES COULD CHANGE FOR TV

Women's golf coach

Jay McClure retired from the University May 31. McClure, who led the women's golf team for the past 13 years, also coached the Tech men's team from 1958 to 1963, guiding the Red Raiders to the Southwest Conference title in 1959.

That was the first conference title for Tech in any sport.

During his Tech career, McClure coached four players to nationals and sent two to the LPGA Tour. Most recently, McClure saw junior Laura Kleinmann take home medalist honors at the LSU Invitational March 16-18 in Baton Rouge.

McClure, who has been active in PGA circles for many years, has been awarded numerous honors by the PGA West Texas Chapter, including five Horton Smith Educational awards and three "Golf Pro of the Year" awards.

Texas Tech has moved its 1990 season-finale

football game against the University of Houston to Thursday, Sept. 13, in order to be nationally televised by ESPN.

The game will serve as the home opener for the Red Raiders, who originally had only one of their first six contests in Lubbock. The Tech-Houston game was scheduled for Nov. 24.

"The change does a lot of positive things for us," said Athletics Director T. Jones. "It gives us national TV exposure, it moves a game off Thanksgiving weekend when our students are out of town, and it gives our home schedule more balance. We are excited about this opportunity."

The 7 p.m. kickoff will be the first weekday game ever played at Tech.

The Raiders open their season on Sept. 8 against Ohio State in Columbus, Ohio, in another televised game. This one by ABC at 2:30 p.m. Central Time.

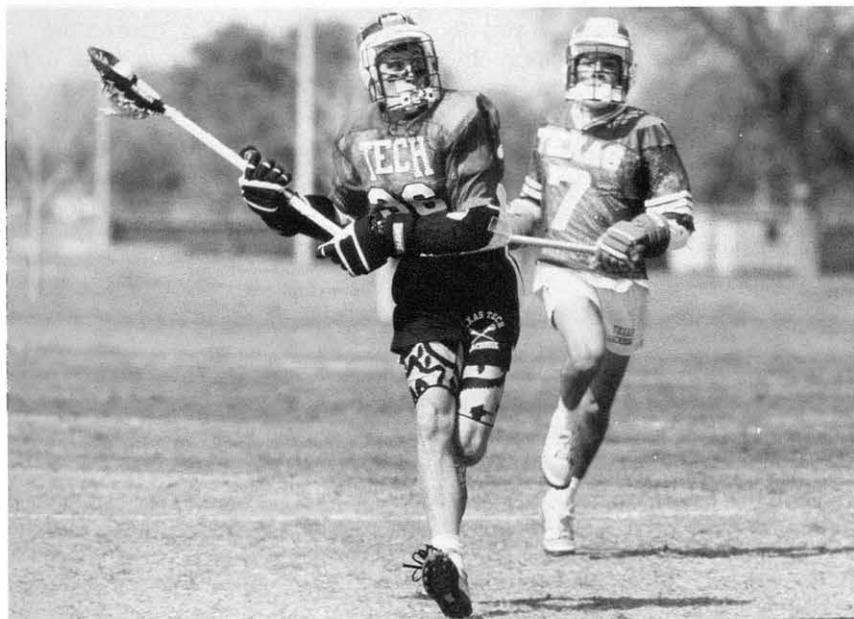
The Raiders and Cougars have hooked up in terrific offensive displays the past two years. Houston won both games — 30-29 in Lubbock in 1988 and 40-24 in Houston last year.

Matt Jackson, a junior from Portland, Ore.,

was selected to compete in the NCAA National Collegiate Tennis Championships played May 18-27 at the Hyatt Grand Champions Resort in Indian Wells, Calif.

Jackson's selection marks the first time in Texas Tech history that a Red Raider was chosen to compete in an NCAA singles competition.

Jackson, who was ranked 48th nationally in the latest Volvo Tennis Collegiate Rankings, finished the regular season with a 25-12 record playing at the No. 1 singles position. In SWC play he fashioned a 5-3 mark (including one SWC tourney match), and against opponents who were ranked in the nation's Top 99 at the time, Jackson was a solid 7-4 for the year.



Tech's lacrosse club hosted the Southwest Lacrosse Association Championship April 21-22. Tech was eliminated by UT on Saturday.



FROM MY WINDOW

BY JIM DOUGLASS

Public Relations 101

Don't tell me — let me guess. You've always considered yourself the ultimate Red Raider fan and swear that if you cut your finger, you'd bleed red and black. I know, I've heard that boast many times as I visit ex-students all across the country.

Unfortunately, after further investigation, I've discovered often that that only means the "ol' fan" cheers for Tech whenever they are on television — nothing more and nothing less.

Many other fans give the minimum \$25 a year donation to the Ex-Students Association (in order to receive this magazine) and feel they belong in the "Super Alum" category. Or perhaps they assume by purchasing football or basketball season tickets they should be allowed to dictate which play to run on third and long.

Where exactly do you fit into the Tech Fan spectrum? How loyal a supporter are you and do you carry this support into your everyday life? I have given this some thought and have come up with a survey that may just tell you more about yourself than you imagined. The idea is to go over these items and have an examination of conscience. Hopefully, it will provide a little food for thought, if nothing else.

1. The first place we want to look is in your pocket or purse. No surprise there, I'm sure. What kind of support DO you give to Texas Tech? Are you a member of the Ex-Students Association? Are you a Century Club member (\$100 a year) and, if not, why not???

What about the other areas of campus support? Do you support the Red Raider Club, the Moms and Dads Association, your individual college, the West Texas Museum Association and the Ranching Heritage Association, or any of the many other areas on campus that need our help? In order for Tech to provide that "buffer of excellence" that is needed, everyone's help is required.

Let's now look at non-\$\$\$ ways you can help the Tech cause.

2. Does your car have at least one sticker or decal that shows to the world that you are a Tech fan?

3. Does your secretary/business associate know where you attended school without looking over your resume?

4. Do you attend athletic events when they are playing in your area?

5. Can you name the seven undergraduate colleges on campus?

6. What is the name of the official school song? (Not all of the words, just the name!)

7. Have you ever talked to someone about your days at Tech without mentioning the word "dust?"

8. When was the last time you returned to campus for a visit?

9. Do you encourage your friend's children to consider attending Tech?

10. Can you think of at least three things academically to brag about concerning Texas Tech?

11. Have you kept up with goings-on in the department that you graduated from?

12. Are there indications in your home that you are a Tech-ex and a fan?

Public relations, in order to be effective, need not have a high-priced budget or glitzy media spots. What we really need is an army of walking ambassadors all across the country. Your favorable comments to others, the pride you take in your alma mater on a daily basis and the favorable impression you leave about Texas Tech will do much more than flashy campaigns.

Why not look over the list once again and then ask yourself, "What kind of fan am I, really?" There is no time like the present to "bear our banners far and wide." If you need help with any of this, contact the Association office. We would be more than happy to work with you on improving any of the above 12 areas or others you can come up with.

The important thing is that we consciously do all we can to work together in the promotion of our school. In the short term, you'll feel better about it. In the long term, we all feel better about it.

MEMBER

CSAN
Collegiate Sports / Alumni Network

Jim Lane selected as newest field rep

Don't let the quiet facade of Jim Lane '89 fool you. Once you get to know him, you'll see the real "him." Lane is a comic, a creative wit, an intelligent young man, and the Association's newest field representative.

To be located in Houston, Lane will supervise Tech chapter activities for the Houston-San Antonio-Austin and East Texas areas. A native of Houston, Lane will return to his home area and begin work with the Association June 1.

Since his graduation in December, the new field rep has been working as a counselor/recruiter with Tech's Office of New Student Relations under the direction of Marty Grassel. His responsibilities included helping plan University Day activities, visiting high schools throughout the state to recruit students for Tech, helping plan the annual Counselor Conference and coordinating the spring phone calling campaign.

Lane earned a bachelor of general studies degree with emphasis in business, communication and art. Since January '89, he has served as a graduate assistant-advisor to the Interfraternity Council where he supervises the operations of the IFC and works with alumni and administrators to improve the IFC's and the University's images.

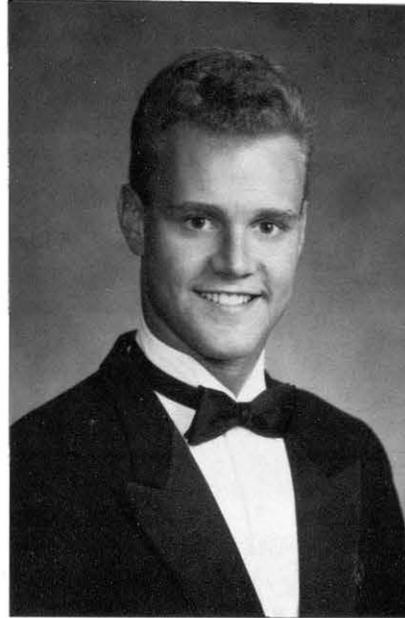
Last summer, he served as an orientation counselor (Raider Aider) for the Dean of Students Office, counseling incoming freshmen on their transition into college and educating parents about Tech and student life.

During his summers, Lane worked for Riverside Press in Houston, in charge of creating a sample room for customers, developing sales promotion folders, training five new employees, and having responsibility for incoming and outgoing shipments.

When he heard about the position of field rep with the Ex-Students Association, Lane applied immediately, thinking his experience would be beneficial to him in working with alumni, doing student recruiting and soliciting donor contributions.

"I wanted to join the Ex-Students Association because I was very involved in extra-curricular activities as a student, working to improve or promote Texas Tech," he said. "I feel indebted to the University and want to try and work to promote it and help Tech achieve the recognition and support it deserves."

As a student, Lane was involved in the Interfraternity Council, which he served as president and activities chairman. He was 1989 chairman of Tech's Leadership Academy; Student Foundation social chairman; a member of the board of directors of Tech Leadership Development; and secretary and fund-raising chairman of Sigma Chi fraternity.



Jim Lane

He won the David Nail Leadership award in 1988 and was on the Dean's List that spring semester.

According to the Executive Director Bill Dean, the field of candidates for the field representative position was strong. "Jim showed us a real willingness to work and to represent Texas Tech in South Texas," Dean said. "The fact that he is familiar with that part of the state was helpful in choosing him above some excellent applicants. We think Jim's personality will appeal to our exes in Houston and East Texas, and we are very pleased to have him join our staff."

Lane, who will be under the supervision of Assistant Director Jim Douglass, is excited about his new responsibilities as field representative. "I really feel that Texas Tech is a fantastic school, and I want to let people know how great it is," he said. "In my new position, I hope to encourage them to help make Tech even greater."

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The Great Texas Tech Ex-It was held honoring May graduating seniors. A ballroom-full of students attended the free chicken-fried steak and chicken dinner Sunday, April 22.

During the brief program, Dr. Bill Dean addressed the students, then introduced Jim Douglass and field representatives Mica Waggoner, Bob Paikowski and Jim Lane, who had not officially come on board yet. Each spoke

to the students extending them best wishes and invitations to chapter events in the cities they represent.

Students were given souvenir license plate frames, window stickers and a list of chapter presidents and other information.



Political science senior Greg Terry talks with his guest Holly Massengill, a sophomore at Tech, during the Great Texas Tech Ex-it Dinner.

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Amarillo College sponsored a lecture series, which recently featured Tech-ex Neil Hamilton '53 of Westinghouse Energy. Hamilton earned his B.S. degree in chemistry and completed an M.S. in nuclear physics at San Diego State. He began work with Westinghouse in 1956.

Hamilton lived and worked in Japan and Korea for 13 years and discussed "Understand the Japanese Culture" as part of the Creative Mind Humanities Lecture Series.

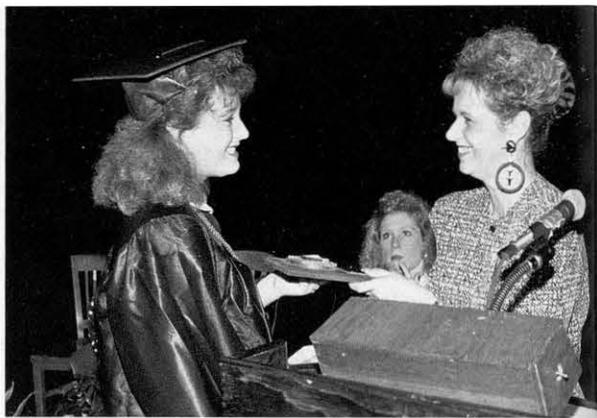


A number of Tech-exes and Amarillo residents attended the Hamilton presentation and the reception, sponsored by the Association.

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Highest ranking graduates in each college were honored by the Ex-Students Association during May commencement ceremonies. Wishing to recognize outstanding academic attainment, the Association presented plaques to the following students:

Agricultural Sciences:	Wendy Milford, 3.965
Architecture:	David M. Pierce, 3.861
Arts & Sciences:	Charles H. Britton, 4.00
	Stuart Logan Cobb, 4.00
	Robin M. DeMuth, 4.00
	Devora G. Edmondson, 4.00
	Angela C. Hurt, 4.00
Business Administration:	Brenda R. Beaver, 3.910
Education:	Lee Ann Reno, 4.00
Engineering:	Kile S. Watson, 4.00
Home Economics:	Vicki L. Newman, 4.00



Martha Farmer York of the Association board presents College of Education highest ranking graduate Lee Ann Reno with a plaque during her commencement exercises.

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The Old-Timers Rodeo is, for many ex-students, an event more important than Homecoming for bringing old friends together again. For a decade the annual rodeo has been an excuse for Tech-exes to gather for competition and good times.

According to Rick King, former president of the Old-Timers Rodeo, the event began "with only seven or eight guys and has since grown to about 400."

The idea for the rodeo was for the fellowship and competition, King said, "but we would like to see something beneficial come out of it. We'd like to raise enough money for a couple of scholarships."

The Old-Timers Rodeo Association, which consists of a president, president-elect, and a five-member executive board, would like to see Texas Tech become more involved in their association.

The reason the Old-Timers Rodeo is such an important event for many Tech graduates is because "Tech has always been a big ag school," he said. "It's a chance to see a lot of people you don't see very often and meet

a lot of others.”

The 1989 rodeo was held Aug. 11-13 at the South Plains Fair Grounds in Lubbock. The Holiday Inn Civic Center served as headquarters for the event. The event kicked off Friday with a reception at the KoKo Palace and a washer-pitching contest. The rodeo began early Saturday morning followed by dinner and a dance that evening. A golf tournament was held Sunday.

The rodeo consisted of some 170 participants in more than a dozen events, including calf roping, barrel racing, double-mugging, calf scramble, ribbon roping, steer stopping and team roping.

Although the average age of the rodeo participants is 40-45, the events are open to all Tech-exes (and their families) who attended the University for at least two years, King said. “We try to make this a family event.”

People who are interested in getting more information about the Old-Timers Rodeo should contact King at the National Cotton Council in Slaton at (806) 828-5101. “I encourage all Tech-exes interested in rodeo to get on our mailing list and find out more about it real soon,” he said. The event annually occurs in August or early September. (By Cathleen Ruiz)

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Introducing Ex-Students Board Member Glynda Howard McClure

City where you reside: San Antonio

Position on the Ex-Students Board: Director

Degree, major and class year at Tech, plus any other degrees you have earned: Physical education major, Texas Tech, 1970; BBA in accounting, University of Texas at San Antonio, 1978.

Where are you employed and what is your position? Jungle Laboratories Corp., vice president, chief operating officer and chief financial officer.

Family: Vicki, Kenny, Kristy and Chelsea (granddaughter)

Major student activities at Tech: “Classified: Security Clearance Required”

What is one of your fondest memories from Tech days? “Classified: Security Clearance Required”

What would you like to see implemented, changed or improved at Tech? A Tech Permanent University Fund (PUF) and increased financial commitment by Tech-exes in the funding of endowed scholarships.

What is your favorite book? Leo Buscaglia’s “Living, Loving & Learning.”

What is your favorite movie? “Field of Dreams”

What are your interests/hobbies? Racquetball, skiing, tennis, golf, traveling, being a “couch potato” when old movie classics are on the tube.

What character trait do you value highly in an individual? Honesty.

If you could invite six persons to your home for an evening, who would they be? The entire offensive and defensive football teams of the 1989 Texas Tech Red Raiders who honored our University and impressed the nation in the All-American Bowl in Birmingham. I realize this is more than six people, but you cannot find a more impressive group!



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SEPTEMBER 28-29
GAME:
BAYLOR

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(806) 742-3341



PRE-GAME BUFFET:

4:30-6:30 p.m.

Coliseum, West of Stadium

FOUR DIFFERENT CUISINES OFFERED

Bring the Family!

Tickets Sold at the Door



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Ex-Students Association
and KLLL Radio



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Class of 1950

If you have not received information by mail, call the Ex-Students Association office, (806) 742-3641.

Music

Raider Red

Fun

Recognizing our new members

BY GALE WELLS

NEW CENTURY CLUB

Mrs. Cynthia Davis Allen '76
 Mr. Donald V. Baker
 (Friend of Tech)
 Miss Tancy B. Baldwin '86
 Mr. Loman A. Ballard, Jr. '50
 Mr. T. Randy Barnett '78
 Mr. Brac Biggers '48
 Mr. Christopher Busch
 (Friend of Tech)
 Mr. & Mrs. Robert B. Coker '71
 (Barbara Ramsey '71)
 Mr. Aston W. Cole '38
 Mr. Ronnie L. Craig '86
 Mr. & Mrs. Coy D. Curtis '71
 (Jeanette Hafner '73)
 Mr. & Mrs. David R. Davis '72
 (Carolyn Keeter '71)
 Mrs. Kim Bradshaw Dobbs '84
 Mr. Darrin L. Dodson '88
 Mr. & Mrs. Keith L. Dykes '88
 (Deana Gomez '87)
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 Mr. Newell H. Goodwin '54
 Mr. & Mrs. J. Alex Grice '79
 (Celeste Harmon '80)
 Mrs. Vida Harston Griffith '39
 Mr. J. Lynn Guffee
 (Friend of Tech)
 Mr. Arthur Bryan Harvey '88
 Mr. & Mrs. Paul T. Hazuka '85
 (Stephanie Diller '85)
 Mr. G. Dick Hoover '76
 Mr. & Mrs. Billy E. Huber '88
 (Joy Parish '87)
 Mrs. Catherine Polocek Huber '86
 Mr. Tedd C. Johnson '87
 Mr. & Mrs. Rodney G. Joy '73
 (Sandra Ponder '73)
 Mr. R. E. Kelsheimer '72
 Mr. James J. Korber '84
 Mr. Greg K. Ligon '84
 Mr. Norman C. Lincoln '60
 Mr. & Mrs. Gene H. Linthicum '84
 (Amy Barcinski '84)
 Miss Paulette J. Lyman '86
 Mr. Joe D. May '74
 Mr. R. Bruce McFarling '88
 Mr. Craig R. Montgomery '84
 Mr. & Mrs. Roy W. Neal, Jr. '39
 (Emma Thatcher '39)
 Mr. Stanley W. Owens '86
 Mr. Bob E. Paikowski, Jr. '78
 Mr. Lindy W. Patton '83
 Mr. John D. Peet '88
 Mr. & Mrs. Domingo Ponce '73
 (Patsy Villarreal '79)
 Mr. Ruben Reyes
 (Friend of Tech)

CENTURY CLUB

The Century Club is a division of the Texas Tech Loyalty Fund set aside for \$100 and above contributors. Membership in this group entitles the individual to privileges reserved for our special donors, such as the Century Club dinner and program at Homecoming each year.

Loyalty Fund Member	\$25 to \$99
Century Club Member	\$100 to \$249
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Golden Century Club Member	\$1,000 to \$1,499
Ruby Century Club Member	\$1,500 to \$1,999
Diamond Century Club Member	\$2,000 or more



Bob Paikowski '78



Don Maddox '34

Mr. Terry W. Rice '84
 Mr. John S. Rogers, Jr. '87
 Miss Leslie A. Rutter '86
 Mr. Kevin E. Schmitt '89
 Mr. C. Dwayne Shafer '82
 Lt. & Mrs. J. Bradley F. Smith '81
 (Sandra Clark '85)
 Mr. Mike H. Sparger '78
 Mr. & Mrs. Jacque R. Stoltz '49
 (Marguerite Johnson '47)
 Mr. & Mrs. Robert W. Tanner, Jr. '85
 (Melissa McCoy '83)
 Mr. John E. Vickers, III '69
 Mr. Russell J. Warren '88
 Mr. Steve G. Wilhelm '67
 Mr. Tony D. Williams '84

NEW BRONZE CENTURY CLUB

Mr. & Mrs. Freddie L. Chandler '73
 (Patsy Colwell '73)
 Mr. Michael D. Clasby '85
 Mr. & Mrs. Coy D. Curtis '71
 (Jeanette Hafner '73)
 Mr. & Mrs. Billy E. Huber '88
 (Joy Parish '87)
 Mr. R. Terry McCracken '70
 Mr. & Mrs. Mark S. Phillips '76
 (Dottie Buchanan '76)
 Mr. & Mrs. Richard M. Portwood '75
 (Nancy Fewell)
 (Friend of Tech)
 Mr. & Mrs. Jacque R. Stoltz '49
 (Marguerite Johnson '47)

NEW OLD RED CENTURY CLUB

Mr. Armon L. Abbe '78
 Mr. Bill D. Pittman '69
 Mrs. Jane Anderson Woirhaye '64

NEW DIAMOND CENTURY CLUB

Mr. Don Maddox '34
 Mr. Ellis W. Sammons '75



Members of the class of 1940 line up for a souvenir photo.

50 Years Later

*BY PEGGY PEARCE
PHOTOS BY DARREL THOMAS*

An enthusiastic group of Texas Tech exes from the class of 1940 joined hands and hearts, many for the first time in 50 years, on May 2-4. The class celebrated its Golden Anniversary Reunion with three days of activities sponsored by the Ex-Students Association.

The atrium of the Lubbock Plaza Hotel provided the perfect setting for registration and the opening wine and cheese reception on Wednesday.

One of the "golden girls" said of the unseasonably cool temperatures, "I'm thankful it rained — we just stayed in one spot all afternoon

and into the night and had a better visit than if we had all scattered for the evening."

The welcomed sun glistened the next morning as the group boarded buses for the campus tour. Many guests then attended intimate luncheons hosted by the individual colleges. On the agenda for the afternoon were optional tours of the Museum, Ranching Heritage Center and Southwest Collection.

Thursday evening's dinner was a special treat in the elegant McInturff Conference Center, adjacent to University Medical Center. Dr. Bernhard Mittemeyer, vice president/

provost of the Health Sciences Center, provided a video presentation and remarks relative to the school's unique areas of specialization and critical needs.

Jim Bob Jones, director of HSC relations, and Mrs. Patricia Mittemeyer attended the reception and dinner.

During Friday morning's University Update session, Dr. Len Ainsworth, vice provost for academic affairs; Cindy Martin, assistant director of the Southwest Collection; and Joe Hornaday, sports information director, provided the program.

Co-chairpersons for the reunion

were James Halsey and Elray McKinney. Halsey served as master of ceremonies for the luncheon and Buck McNeil '39 gave the invocation. In reviewing some of the more humorous sides of life as depicted "in those days," Halsey was quick to add, "I wouldn't want to go back!"

Dr. Robert W. Lawless, University president, thanked the class for what they had accomplished toward the growth and betterment of Texas Tech. Lawless and Dr. Bill Dean, executive director of the Association, presented class members with souvenir 50th Anniversary diplomas.



Committee members included Ralph and Jody (Carmack) Balfanz (left); Laurine and E.R. McGee; Jack and Ranell (Chaney) Rollins; Betty (Lindsey) and James Baker; and Marilyn (Fry) and Ken Slough.



Betty Alice (Gordon) Mackay, member of the reunion steering committee, gets a presidential handshake from Dr. Lawless.



Elmer and Elray (Lewis) McKinney (left) and Mollie (Davis) and James Halsey. Elray and James co-chaired the reunion.



John and Annabel (Hodges) Bertrand visit with Dudley and Doris (Kirk) Faver, who served on the steering committee.



Betty Jo (Watson) McNeil, member of the steering committee, receives her certificate from President Lawless.

CLASS NOTES



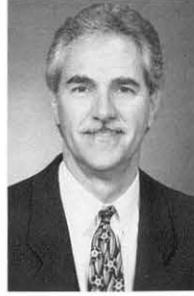
* **LeMond '60**



* **Hotman '66**



* **Price '67**



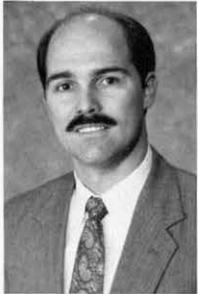
* **Self '68**



* **Erskine '73**



* **Watson '80**



* **McGowen '81**



* **Finley '85**



* **Guwen '86**



* **Grace '87**



* **Wolcott '88**



* **Brock '89**

33

Geraldine Clewell (BS, MS '36 Home Economics Education), Lubbock, was recently honored as a distinguished alumna of the College of Home Economics. She taught school for 43 years at Tech, Montana State University, University of Iowa and Mankato State University.

Ima Hogg Smith (BS Education), Lubbock, was awarded membership into Omicron Delta Kappa Society at Tech. She is the wife of former Texas Governor **Preston Smith** (BS '34 Economics).

36

Ray T. Karr (BS Dairy Manufacturing), Granbury, was inducted into the prestigious Dairy Products Institute Hall of Fame at its 82nd Annual Southwestern Dairy Industry Conference in Dallas.

41

Harriette Williford Whatley (BS Food and Nutrition), Fairfield, is serving on the Board of Texas Safety Association and the Texas Commission of State Libraries and Antiquities. Always interested in politics, Harriette is going into her third term as Republican Party chairperson of Freestone County.

43

Gwen Lam (BS Home Economics Education), Denton, was recognized as a Distinguished Alumna of the College of Home Economics this spring. She is a retired senior vice president of Glick and Lorwin, New York education and professional relations consultants.

47

James O. Roebuck (BS Electrical Engineering), Mesa, Ariz., worked for 20 years as an instrumentation engineer for the Pratt and Whitney Aircraft division of United Technologies Corp. He retired from the U.S. Air Force Reserve in 1975 as a lieutenant colonel and from Pratt and Whitney Aircraft in 1979.

48

C.R. "Choc" Hutcheson (BA Journalism), Lubbock, was inducted into the Mass Communication Hall of Fame. He served as a U.S. Army combat correspondent in Okinawa and as managing editor of *The Daily Pacifican*, an Army newspaper based in the Philippines, during World War II. He went on to become a sports columnist and reporter for *The Lubbock Avalanche Journal*, a free-lance writer and news-sports direc-

tor of KCBD television station.

Jack H. Ross (BS Textile Engineering), Dayton, Ohio, was named the 1989 recipient of the Harold DeWitt Smith Award. Jack retired in 1982 from his position as chief of the clothing division of the aeronautical systems division with the U.S. Air Force Materials Laboratory.

49

William A. Blackwell (BS Electrical Engineering), Blacksburg, Va., has been named a Distinguished Engineer by the College of Engineering. He is a professor emeritus at Virginia Polytechnic Institute and State University.

51

Billy Chestnut (BS Animal Husbandry), Dalhart, has been elected by the Texas Production Credit Associations to the Farm Credit Bank of Texas Board of Directors. He has been a member of the board since 1986 and was re-elected vice chairman in January 1990.

54

Jimmy Nickell (BS Animal Husbandry), Overland Park, Kan., has been promoted to national sales training man-

It's all in the bones

On Feb. 7, 1979, a lonely 68-year-old widower, supposedly Swiss, drowned while on a beach outing near Sao Paulo, Brazil. In June, Dr. Clyde Snow '55 of Norman, Okla., examined the man's skeleton and said the chances were 99 percent that the remains were those of Nazi war criminal Josef Mengele.

A doctor of anthropology, connoisseur of art and literature, friend to snakes and spiders and one of the premier forensic scientists in the world, Snow immersed himself in the Mengele controversy with characteristic élan.

"I call my work 'osteobiography,'" said the slightly rumpled scientist. "There's a brief but very useful and informative biography of an individual contained within the skeleton if you know how to read it."

Whether probing a skeleton, relaxing with his small zoo of pets or conversing with fishermen, congressmen, soldiers or rural sheriffs, the University of Oklahoma adjunct professor of anthropology is a man possessed by curiosity. Friends say he is an absent-minded professor, a man so cerebral that he often is cheerfully unaware of his surroundings.

There are other sides to the 62-year-old Snow. He is a devoted reader of William Faulkner and John Donne, an art enthusiast and Gilbert and Sullivan aficionado.

His inquiring mind has taken him from a career as a physical anthropologist to a researcher for the Federal Aviation Administration and the only full-time forensic anthropology consultant in the country. Along the way, he has supplied answers to some of the most famous murder cases, disasters and historic riddles of the past 100 or so years.

Snow did not set out to acquire such a reputation.

He was born in Ralls, 28 miles east of Lubbock. After graduating from New Mexico Military Institute, he became interested in the natural sciences and graduated with a bachelor of arts degree in biology from Eastern New Mexico University in Portales. He then got his master's degree in zoology from Texas Tech and went to the University of Arizona for his doctorate.

In 1959, he joined the FAA's Civil Aeromedical Institute, the research center in Oklahoma City charged with investigating commercial airline crashes.

Snow had been in Oklahoma a month when he was introduced to forensic anthropology, the courtroom application



Forensic investigator Dr. Clyde Snow, teller of the final story.

of his science. By the time he retired from the FAA in 1979, Snow had become an expert witness and consultant.

The Mengele case took Snow to South America. For nearly 40 years, Nazi hunters searched for Mengele, the green-eyed doctor known at the Auschwitz concentration camp as "the Angel of Death." When a skeleton was exhumed from a cemetery south of Sao Paulo June 6, Brazilian authorities asked Snow to help verify it as Mengele's.

Snow and the American forensic team found the skeleton was male and had height and age characteristics consistent with those of the 68-year-old former Nazi doctor. The team found the bones of the right arm were 3 to 4 millimeters longer than those of the left arm. That and beveling of the joint on the right side indicated the man was right-handed, as was Mengele, Snow said.

Dental records from 1938 matched those of the skull. The German Army records also established that Mengele had a diastema, a gap between his two upper front teeth.

"We found only three natural teeth, and of those, all three had been filled," Snow said. "A diastema occurs in only about five percent of the population. We took X-rays and found from the internal structure of the jaw that there was a diastema."

Snow's forensic team came up with more than 24 detailed anatomical similarities between the skull and facial fea-

tures of the skeleton and Mengele's X-rays and photographs.

The clincher was finding a healed fracture on the skeleton's right hip. Records indicated Mengele broke his right hip in a motorcycle accident in 1943.

"You reach a point where you can say you are beyond a reasonable scientific doubt," Snow said, addressing the theory that Mengele planted the body as a diversion. "When you talk in terms of a hoax, you operate out of a hypothesis that Mengele found a double."

"The first thing he would have had to do was find somebody in the same age range, who spoke German, who was close to him in stature, who had a diastema, whose dental X-rays resembled his own, who was right-handed, whose skull exactly matched his face and who had broken his right hip. Mengele would have spent the rest of his life looking for somebody that close."

For all of his professionalism, Snow hardly conforms to the stereotype of scientist-as-automaton. "I have to fight a continual battle to keep from getting more involved than I should," he said.

"As forensic scientists, we're the ombudsmen of death. We're experts, but we're not advocates. That's a hard lesson for my students. I always tell them, 'You do the work in the daytime, and you cry at night.'" (By Don Stewart for the Tulsa Tribune and the Oklahoma Sooner)



MOVING?

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Name _____
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ager with Pfizer Inc. He recently relocated from Denver, Colo., where he was an area sales manager for the animal health operations of the company.

56

Walter McDonald (BA, MA '57 English), Lubbock, was honored with the National Cowboy Hall of Fame's Western Heritage Award. A Horn Professor of English at Tech, he was honored for his book "Rafting the Brazos," his ninth book of poetry, which was named the outstanding poetry entry for 1989.

Dean White (BS Industrial Engineering), Hesperia, Calif., retired U.S. Air Force Colonel, is now the executive director of the Chamber of Commerce. His wife, **Jane Jipp White** (BBA Secretarial Administration), is president of the Victor Valley Assistance League and serves on the United Way board of directors.

57

Allen P. Penton III (BS Chemical Engineering), Huntington Beach, Calif., has been named a Distinguished Alumnus by the College of Engineering. He is director of production engineering and definition at McDonnell Douglas Space Systems in Huntington Beach, Calif., where he is responsible for all industrial and manufacturing engineering functions that support advanced space systems.

60

***Robert H. LeMond** (BAR Architectural Design), Fort Worth, has been elevated to the prestigious College of Fellows by the American Institute of Architects. Fellowship is a lifetime honor bestowed on architects for notable contributions to the profession of architecture. Robert is president of LeMond Associates Architects.

61

David Damron (BS Chemical Engineering), Dallas, was honored as a Distinguished Alumnus by the College of Engineering. He is the manager of government affairs at Hoechst Celanese Co.

62

Robert E. Dragoo Jr. (BS Mechanical Engineering), Houston, was honored as a Distinguished Alumnus of the College of Engineering. He is former president of SETPOINT Canada, Ltd.

Barbara Moore Evans (BA Mathematics), Placentia, Calif., is the mother of Stanford University's Janet Evans, recently named as National Woman Ath-

lete of the Year after having won three gold medals in swimming events in the Olympics.

64

Robert H. Anderson (BS Civil Engineering), Greenville, N.C., has been appointed district supervisor for Concrete Construction Product Inc.'s newly formed plastic pipe sales and marketing organization.

Bill Helton (BS Electrical Engineering), Amarillo, was named a Distinguished Alumnus of the College of Engineering. He is president and chief operating officer for Southwestern Public Service Co.

Belverd E. Needles, Jr. (BBA, MA '65 Accounting), Winnetka, Ill., has been named the Illinois CPA Society's Outstanding Educator of the Year. He is the Arthur Andersen & Co. Alumni Distinguished Professor of Accounting in the School of Accountancy of DePaul University. Belverd served on Tech's accounting faculty from 1970 to 1971.

65

John W. Burdette (BBA Accounting), Lubbock, was named as the 199 Distinguished Accounting Alumnus of the College of Business Administration. He has been an audit partner with Coers & Lybrand since 1986.

Betty Ruth Roberts Carruth (BS Food and Nutrition), Knoxville, Tenn., was recently honored as a Distinguished Alumna of the College of Home Economics. She chaired the department of nutrition and food sciences, College of Home Ecology at the University of Tennessee Knoxville, for seven years and now devotes her energy to research and teaching.

Texas State Representative Nolan, **"Buzz" Robnett** (BBA Management), Lubbock, was awarded membership in Omicron Delta Kappa Society at Tech. He has served in the Texas Legislature since 1978.

66

***Leslie H. Hotman** (BBA, MBA '67 Finance), Pittsfield, Mass., has been named to the post of vice president of supply, rates and marketing of the Berkshire Gas Co. He will now be responsible for the company's acquisition of gas supplies, long-range strategic planning, marketing and the establishment of customer rates.

67

Jim P. Cummings Sr. (BBA Finance), Lubbock, has been named a

Tech-ex named as provost at Cleveland State

Dr. J. Taylor Sims '61, '63 was appointed provost and vice president for academic and student affairs for Cleveland State University. The appointment became effective July 1.

Sims has spent the last five years as dean of Memphis State University's Fogelman College of Business and Economics. MSU officials credit Sims' leadership with helping to make its School of Accounting one of the best-equipped and most complete in the nation.

"This is clearly an outstanding opportunity, or I would not have accepted," he said.

Sims grew up in Lubbock and earned a B.S. in economics and an MBA from Texas Tech, where he was a member of Sigma Chi fraternity. He went on to earn a Ph.D. in business from the University of Illinois in '70 following a stint as vice president for research services for Market Research Corp. of America in Chicago.

In July 1988, the CSU provost for academic affairs position was held by its current president, Dr. John A. Flower. As president, he added the duties of supervising student services to the post.



J. Taylor Sims

Sims is a member of Texas Tech's Century Club, and his two sons, Chris, a freshman, and Mike, a junior, are students at Tech.

vice chairman of Lubbock's 1990 United Way Campaign. He is executive vice president in charge of coordinating supervision of the administration, marketing, trust and correspondent banking division at First National Bank.

Phil Price (BBA Advertising), Lubbock, president of Phil Price Advertising Inc., was honored with the Sterling Service Award by the American Advertising Federation's 10th District convention. The award is the highest honor given by the advertising federation to an individual going above and beyond in service to the American Advertising Federation on a local, district and national level, and who has given with outstanding and unselfish contribution to the growth and improvement of advertising.

Lynne Wyatt Scott (BS Food and Nutrition), Houston, was recently honored as a Distinguished Alumna of the College of Home Economics. She is an assistant professor in the department of medicine at Baylor College of Medicine.

68

Larry D. Self (BAR Architectural Design), Dallas, has been named to the

College of Fellows of the American Institute of Architects. He is the chief administrative officer and managing principal of the Dallas office of Hellmuth, Obata & Kassabaum Inc.

71

John C. Owens (BS Physical Education, MS '73 Education), Lubbock, was named as campaign chairman for the 1990 United Way Campaign. He is executive vice president, member of the executive committee and board of directors of Plains National Bank.

James VanStaverns Jr. (BS Agricultural Economics), Midland, has caused a craze in children's toys and hand-painted furniture. The interior designer has sold exclusive rights to his line of hand-painted furniture to F.A.O. Schwartz toy merchant of Manhattan. His line includes chairs, sofas, mirrors, lamps and wall consoles.

72

Master Chief Petty Officer **Berry J. Orr** (BSE Secondary Education), Concord, Calif., recently reported for duty at

the Naval Weapons Station. He joined the Navy in 1963.

73

Dr. **Robert A. Fink** (MA, PhD, '77 English), Abilene, has been selected as a new member of The Texas Institute of Letters. He is a professor of English at Hardin-Simmons University. Robert is a published poet and the author of two books.

Gayle Gardner Erskine (BS Clothing and Textiles, MS '77 Home Economics Education), Aurora, Colo., was selected to represent the state of Colorado as the 1990 Home Economics Teacher of the Year. She teaches consumer and family studies at Prairie Middle School and coordinates the SOAR program (Students Outreach Activity Requirement) that connects students to their community.

Phillip A. Welch (BBA Management), Big Spring, and his wife, **Nancy Hines Welch** (BME Music Education), announce the birth of their son, Eric Lee, on Feb. 13. He is also welcomed by his brother, David, 4.

74

Matthew E. Malouf (BBA Management), Lubbock, has been named a vice chairman of Lubbock's 1990 United Way Campaign. He is a partner in Malouf's Fine Apparel Inc.

75

Gina Starr (BSE Secondary Education), Lubbock, has been named to the textbook proclamation advisory committee by the State Board of Education. She is director of the Bridges Learning Center.

77

Gary Boubel (BAR Architecture, MS '80 Civil Engineering), Brea, Calif., and his wife, **Pam Duvall Boubel** (BS '78 Human Development), announce the birth of twin sons, Austin and Parker, on Dec. 12, 1989. The twins join a brother, Taylor, and a sister, Juliann.

Thomas K. Farris Jr. (BBA General Business), Floydada, and **Laura L. Johnson** (BA '85 Advertising/Public Relations) were married March 10. Thomas is the president of First National Bank and Laura is owner of Floydada Ford-Mercury-Chrysler-Dodge.

79

Curtis Fish (BBA Marketing), Houston, has been promoted to vice president of operations of Financial Interchange Inc., the Houston-based

operator of the PULSE electronic funds transfer network. Curtis also serves as chairman of the PULSE operations committee.

John Lowey (MBA Business Administration), Lubbock, president of Llano Estacado Winery, was recently honored by the Texas Grape Growers Association with the Louis F. Qualia Award, which is given each year to an individual who is selected by the TGGGA for outstanding contributions and leadership in the Texas wine industry.

80

Robin K. Kirkman (BSE Elementary Education), Houston, was married to Daniel L. Gaskill on March 24. Robin is employed by GMAC.

Randy Watson (BBA Finance), Lubbock, has joined the staff of American State Bank as vice president in commercial lending.

Mike White (BS Physical Education), Irving, is a high school football coach at Nimitz High School.

81

Brian Anderson (BBA Finance), Houston, and **Lisa Lee Anderson** (BA

Advertising/Public Relations) announce the birth of their daughter, Kelsey Lee, on March 28. They have another daughter, Lauren, age 3.

John E. "Trey" Hill III (BA German, Political Science, MA '83 German, JD '86 Law), Lubbock, has opened an office for his law practice. He was previously chief of the misdemeanor division of the Lubbock County Criminal District Attorney's office.

Charleen Flory Huffhines (BA Advertising), Billings, Mont., and her husband, Leslie, announce the birth of their daughter, Lindsay Paige, on Jan. 16.

Johnny McGowen (BBA Finance), Lubbock, has been named vice president and cashier of The American Bank of Commerce at Wolfforth.

82

Sheri B. Asbell (JD Law), Boerne, has joined the staff of Alamo Title Insurance of Texas as legal counsel.

Dr. Rebecca Ellison (BA Speech, MD '87 Medicine), Pueblo, Colo., was married to Rand L. Raedeke on March 17.

Kenneth W. Levens (BS Agricultural Economics), St. Petersburg, Fla., has

been assigned to McDill Air Force Base in Tampa, Fla., to fly F-16 fighters. Kenneth previously was an instructor pilot at Reese Air Force Base in Lubbock.

David C. Stewart (MBA Business Administration, JD Law), Arlington, recently became a shareholder in the law firm of Snider and Moore.

83

Susan Graham (BM, MM '85 Music Performance), New York, N.Y., made her solo debut March 17 at Carnegie Hall, singing "Das Knaben Wunderhorn" with the New Jersey Symphony. She will perform roles with the Seattle Symphony, the Michigan Opera Theater and the Minnesota Symphony later this year.

Douglas Derek Holden (BBA Marketing), Lubbock, and **Karol R. Keenan** (BSE '85 Education) were married on March 17. Derek is employed by the Lubbock Central Appraisal District and Karol is employed by the Frenship ISD.

Don Richardson (BS Ag Economics) has been promoted to assistant vice president and trust officer at American State Bank.

Christa White (BS Physical Education), Apple Valley, Calif., is a high

Why I Joined the Century Club

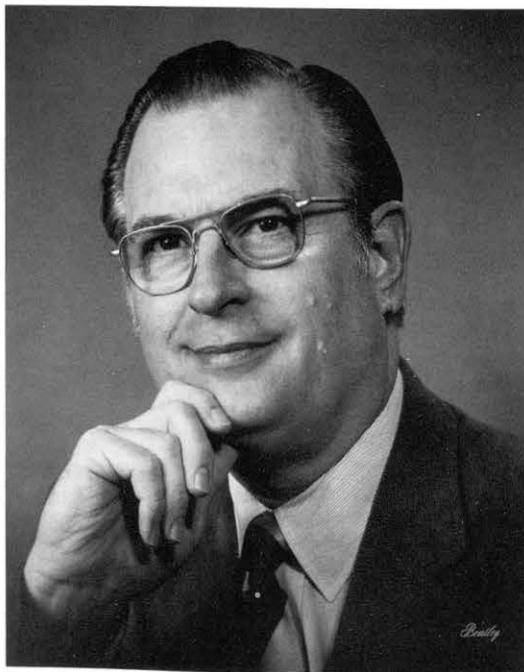
Dr. Clarence K. Whiteside Jr.

Dr. Clarence K. Whiteside Jr. '56, longtime member of the Century Club, views education as "the very backbone of our country without which, we can predict general decline. It is our responsibility to promote the University, not only on the local front, but to broaden our sphere of influence across the country. Through our financial support, we can strengthen the University's visibility by making available more academic scholarships."

Whiteside sees the local chapters as vehicles for stretching our tentacles further across the state. "The snowball effect of increased exposure will, in the long run, result in higher levels of funding and greater acclaim for Texas Tech."

The Lubbock pediatrician is often placed in somewhat of a counselor's role with parents. When the subject of family surfaces, the philosophy is quickly revealed as he encourages them to have as many children as they can successfully educate. He tells them, "feeding and clothing young children should not be the extent of your vision for their future."

His father, Clarence Whiteside '29 was among the first class to graduate from Texas Tech and taught accounting and finance courses at his alma mater in the 1940s. The younger Whiteside remembers his father as no ordinary educator, but one who believed if he wasn't challenging students to expand and reveal how much they were capable of learning, he wasn't doing his job.



school volleyball coach. She has just completed her second championship year.

84

Randy Ellis (BS Mechanical Engineering), Pleasanton, and **Sharon Skaggs Ellis** (BSE Secondary Education, '85) announce the birth of their son, Connor, on Oct. 10, 1989.

Melody B. Galbraith (BSE Secondary Education), Tulia, was married to Patrick J. McDaniel on March 10. Melody is employed by the Tulia ISD.

Walt Keith (BS Mechanical Engineering), Virginia Beach, Va., and his wife, **Jennifer Hunter Keith** (BSE '85 Elementary Education), announce the birth of a son, Wesley, on Aug. 18, 1989. Walt, a Navy lieutenant, is flying A-6's aboard the USS Theodore Roosevelt.

Sandra F. Nixon (BM, MM '86 Music Performance), Dallas, was married to Larry A. Treece on March 31. She is employed by the U.S. Bankruptcy Court.

85

Ann C. Agnew (BS Physical Education), Vernon, was married to Troy D. Tacker on March 17. She is employed by the Lubbock ISD.

Pamela K. Bumpass (BS Child Development, MPA '89 Public Administration), Dallas, was married to Andrew S. Munson on March 10. She is employed by the City of Dallas.

***Patti Finley** (BA Telecommunications), Lubbock, received the Communicator of the Year Award by the Lubbock Professional Chapter of Women in Communications. She is employed by Phil Price Advertising as vice president/creative director.

Brandy L. Giles (BSE Secondary Education), Lubbock, was married to Lt. Eric D. Mayn on March 24.

Steve Kauffman (BA Journalism and Theatre Arts), Lubbock, is the promotional writer/editor for the Office of News and Publications.

Lt. j.g. **Clark S. Roland** (BS Mechanical Engineering), San Diego, Calif., recently visited Rio de Janeiro while deployed with Carrier Airborne Early Warning Squadron-117, homeported at Naval Air Station Miramar, embarked aboard the aircraft carrier USS Enterprise.

86

Bradley L. Bufkin (BS Chemistry), Atlanta, Ga., was awarded an M.D. degree from Baylor College of Medicine in Houston. He has been accepted into the general surgery residency program at Emory University in Atlanta.

***Neriman Guven** (BBA, MS '87 Accounting), Lubbock, joined the staff of American State Bank as vice president and trust officer with emphasis in the areas of corporate services and employee benefits.

Mary K. Lane (BBA Marketing), Houston, was promoted to division manager of Whitehall Laboratories.

Rich M. Oller (MS Civil Engineering), Lubbock, is president of Oller Engineering Inc., a civil and environmental engineering consulting firm. OEI was established in September 1989 and has its office in Lubbock. He and his wife, Kathy, are the parents of a son, Brian.

Allen Lee Utley (BS Petroleum Engineering), Sugar Land, was married to **Melinda Prazak** (BSE '87 Special Education) in August 1989. Lee is employed by Halliburton Logging Services and Melinda is with the Katy ISD.

87

Chris Bauman (BBA Accounting and Marketing), Amarillo, has joined the auditing department of KPMG Peat Marwick, international accounting firm. Chris is married to the former **Tracy Ubben** (BA '87 English), a teacher, and they have one son, Chad.

Nancy Anderson (BS Human Development), Midland, was married to Thomas N. Hill on July 15, 1989. She is a counselor at the Permian Basin Center for Battered Women and their Children.

Steven L. Blagrove (BBA General Business), Ackerly, married **Tracie L. Piercy** (BS '89 Animal Husbandry) on March 24.

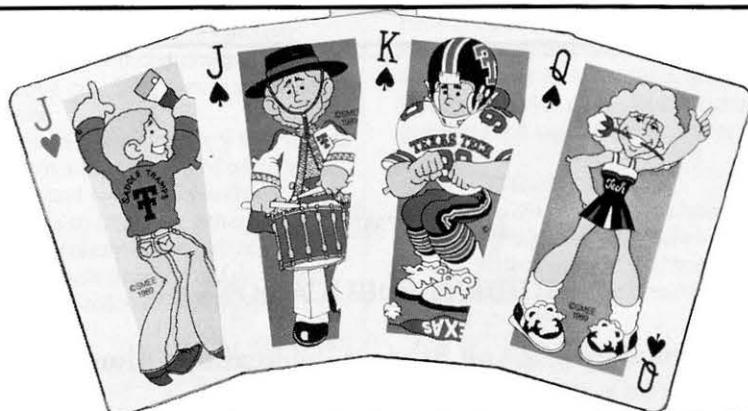
Randall G. Brown Jr. (BBA Petroleum Land Management), Big Spring, married Kimberly L. Toney on April 21. He is employed by Choate Company.

Christine E. Bullington (BS Food and Nutrition), Dallas, was married to Johnny R. Sitt on March 24.

Nolan Dees (BBA Accounting), Lubbock, and his wife, **Susan Dickson Dees** (BSE Elementary Education), announce the birth of a son, Cullen Harwell, on March 14. Nolan is employed with Furr's Inc. and Susan is with the Shallowater ISD.

***Charles Grace** (BFA Design Communications), Lubbock, recently joined the design staff of Phil Price Advertising.

2nd Lt. **Kelly C. Heatherman** (BS Geology and Geosciences), Corpus Christi, is undergoing primary flight training with Training Squadron-27, which will lead to designation as a naval



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aviator. He joined the Marine Corps in February 1988.

John R. Parker (BBA Finance), Lubbock, married Ann M. McMahan on March 31. John is employed by Rip Griffin Co.

Andrew C. Taylor (BA Political Science and Spanish), Lubbock, married **Bonnie B. Teas** (BS '89 Human Development) on April 21.

Jerry D. Wilkins (BS Agricultural Education), Lubbock, married **Jolyn Colburn** (BS '86 Agricultural Economics) on March 17. Jerry is employed by Shadow Hills National Bank and Jolyn attends the Texas Tech School of Law.

88

Todd M. Bash (BBA Accounting), Carrollton, married **Jane M. Reynolds** (BS Clothing & Textiles) on April 21. Todd is with Motel 6 Limited Partnership in Dallas and Jane is employed with F.L. Malik Inc. in Dallas.

Timothy A. Bookout (BS Human Development), Lubbock, married **Kimberly R. Dill** on April 7. Kimberly is a graduate of Texas Tech University Health Sciences Center School of Nursing.

Sheryl J. Chancellor (BS Human Development), Lubbock, was married to

Jonathan K. Smith on April 7.

Kathy S. Cate (BBA Marketing), Grapevine, was married to Rodney G. Crockett on April 28. Rodney attended Tech and majored in management information systems.

Stacey K. Derr (BS Elementary Education), Lubbock, is teaching first grade gifted and talented classes at Mahon Elementary School. She is married to **Rick Derr** (BBA '89 Finance).

Jerry B. Hall Jr. (BS Mechanical Engineering), Houston, married **Kathleen M. Bison** (BS Mechanical Engineering) on April 21. Jerry is employed by Lockheed, and Kathleen works at Occidental Chemical Co.

Tina G. O'Briant (BBA Marketing), Odessa, was married to Shannon R. Mobley on March 31.

Denis W. Qualls (BS Agricultural Engineering, MS Civil Engineering '90) is a project engineer with Oller Engineering Inc., a civil and environmental engineering consulting firm in Lubbock.

Phillip Swegler (MBA Business Administration), Denver, Colo., married **Tanya Hambricht** (BS Zoology) on April 21. Phillip is employed by Continental Airlines.

***Katie Wolcott** (BA Telecommunications), Lubbock, is broadcast produc-

tion coordinator by Phil Price Advertising.

89

***April Brock** (BA Advertising), Lubbock, recently joined the design staff of Phil Price Advertising.

Brian Christiansen (BA Mathematics), Lubbock, is a teaching assistant in the math department at Tech, working on his master's degree. He is the son of Dr. and Mrs. Peder Christiansen. Dr. Christiansen is on the Romance Languages faculty at Texas Tech.

Lori D. Cotter (BSE Elementary Education), Lubbock, was married to Kevin W. Walker on March 24. She is employed by the Lubbock ISD.

2nd Lt. **Eric J. McCallum** (BA Political Science), Quantico, Va., was prepared, as a newly commissioned officer, for assignment to the Fleet Marine Force while attending The Basic School. He joined the Marine Corps in May 1989.

Doug Moyer (BS Mechanized Agriculture), Ulysses, Kan., married Christa Kittle on April 7.

Katherine Richardson (BBA Finance), Lubbock, was married to Jack Arp on April 28. She is employed by St. Mary of the Plains Hospital.

Ens. **Barton G. Shockley** (BA Political Science), is undergoing primary flight training with Training Squadron-27, which will lead to designation as a naval aviator. He joined the Navy in May 1989.

90

Deana Avara (BBA Accounting), Dallas, began working with Peat Marwick in Dallas this summer as an accountant. She was a member of Zeta Tau Alpha and Beta Alpha Psi accounting honorary.

Carlee Dixon (BA Journalism), Spearman, is a field representative for her social sorority Zeta Tau Alpha. Her term will last one year. Carlee was president of the sorority during her senior year.

Lisa Schneiders (BBA Marketing), Houston, is working with Amoco in Houston in the company's marketing department.

Brenda Shroyer (BS Agricultural Engineering), Lubbock, is a design engineer with Oller Engineering Inc., a civil and environmental consulting firm in Lubbock. She is the daughter of **Dewey '66, '73** and **JoAnn Leavey Shroyer ('77, '81)**.

Todd Stiles (BBA Finance), Dallas, is working for NCNB, Dallas.

DEPARTMENT OF
STUDENT PUBLICATIONS

Cordially invites all Student Publications Alumni
to attend the 1990 Homecoming Reception

Saturday, September 29
4:30 - 6:00 p.m.

Journalism Building

(If game is rescheduled, reception will be held two hours prior to game.)

Terry Lynch: Student first, athlete second

The small-town success story that many dream of came true at Texas Tech for former football player Terry Lynch '89. A native of Morton, Texas, Lynch's dream wasn't handed to him — it came from persistence and hard work.

Born in 1966 into a family of 10 brothers and sisters with two sets of twins, it had been a struggle from the beginning for the young man. After graduating from Morton High School, Lynch came to Texas Tech in the fall of 1984. He brought with him an average history as a student, but a strong desire to learn and to play football.

He had passed over several scholarship offers to come to Tech, and he joined the Raider squad as a walk-on. After a year of playing junior varsity football, Lynch remembers being told by coaches that he was small and his chances were slim of playing.

His persistence saw him through to give it one more shot, he said. With the arrival of then-new coach David McWilliams, Lynch was finally put on scholarship in the fall of his second year at Tech. He went on to complete his eligibility and graduate.

Lynch considers his a success story and offers to young athletes the advice that, "If you want to be a football player, be the best one you can be," adding quickly that they should be sure to set their priorities "and graduate. You are a student first and an athlete second."

The Terry Lynch story doesn't end here. He earned his bachelor's degree in journalism in the spring of 1989 and went on to get a job with the help of Dr. Ed Burkhardt teaching basketball, body conditioning and bowling at Tech in the



Terry Lynch

physical education department.

"Getting this job was a real break for me," he said. It has helped him financially while working on his M.A. degree in education with an emphasis in sports administration.

Lynch hopes to get an administrative job with the NCAA or the Olympic Committee. But if that doesn't work out, he'll seek a coaching career at the college level.

The main thing that Terry Lynch does know is that he is proud of what he has achieved and worked for so hard. He now hopes to influence other Tech athletes, particularly black athletes, to complete their degrees and go on into meaningful professions. (By Derek Dokes)

lor's degree in home economics education in 1940 and her master's degree in elementary education in 1956. She taught school for 35 years. She is survived by her husband, Gerald.

Royce B. Durham '51

Royce B. Durham, 82, of Lubbock died April 3. He received his master's degree in education in 1951. He taught school in the South Plains area before his retirement in 1970. He is survived by his wife, Kathryn '34.

Katherine Cummings Elrod '45

Katherine Cummings Elrod, 66, of Lubbock died March 18. She earned a degree in home economics education in 1945 and taught in area schools for many years. She is survived by her mother, a daughter and two granddaughters.

Susan Ovamay Butcher Etter '31

Ovamay Etter, 88, of Salina, Kan., died January 20. She received a bachelor's degree in history in 1931. She was a homemaker. She is survived by her brother, **Nathan B. Butcher '36**.

John Marsh Farmer Sr. '40

John Marsh Farmer Sr., 72, of Fort Worth died March 24. He attended Tech and majored in animal husbandry. He was a member of the track team while at Tech and was inducted into Tech's Hall of Fame in 1962. Survivors include his wife, Anne; four daughters, two sons and eight grandchildren.

John E. Harding Jr. '71

John E. Harding Jr., 42, of Lubbock died April 4. He received his bachelor's degree in history in 1971 and was a computer programmer. He is survived by his mother and a sister.

Gene G. Harral '54

Gene G. Harral, 58, of San Antonio died April 1. He received his bachelor's degree in animal husbandry in 1954. He served 30 years in the Air Force and retired as a colonel. He is survived by his wife, Connie; three sons, a daughter and two grandchildren.

Ruth Smith Hart '29

Ruth Smith Hart, 82, of Lubbock died April 1. She earned a bachelor's degree in history in 1929. She was a housewife. She is survived by two sons and three grandchildren.

Robert F. Henard '41

Robert F. Henard, 70, of Lovington, N.M., died March 13. He received a bachelor's degree in animal husbandry

DEATHS

(Send obituary announcements to Susan Bowen, P.O. Box 4009, Lubbock, TX 79409. . . Please include a date of death.)

Opal Clark Adams '64

Opal Clark Adams, 69, of Levelland died April 26. She earned a bachelor's degree in secondary education in 1964. She was a retired teacher. Survivors include her husband, Luke; a son, a daughter, five grandchildren and three great-grandchildren.

Forrest Godfrey Baumgardner '40

Forrest G. Baumgardner, 71, of Anderson, Mo., died March 16. He received

his bachelor's degree in 1940 in agricultural education. He was an electrician and a teacher. He is survived by his wife, Margaret; two daughters, a son and four grandchildren.

James Omer Burnett Jr. '71

J.O. Burnett Jr., 67, of Brownfield died March 5. He earned his bachelor's degree in secondary education in 1971. He was the chief appraiser for the Terry County appraisal district, which he organized. He is survived by his wife, Dorothy, and two daughters.

Laura Hard Clifton '40, '56

Laura Hard Clifton, 82, of Shallowater died March 12. She received her bache-

in 1941. He was a 4-H extension agent and then administrator of the county office in Lea Co., N.M. He is survived by his wife, Helen, and a daughter.

C. Mack Hicks '62

C. Mack Hicks, 51, of Levelland died March 4. He received a bachelor's degree in agricultural economics in 1962. He was manager of Whiteface Farms Inc. and owned and operated Hicks Farm Equipment Inc. He is survived by his wife, Neta '61, and his mother.

Jean Poteet Jones '49

Jean Poteet Jones, 62, of Columbus, Ohio, died April 27. She received her bachelor's degree in food and nutrition in 1949. She was a registered dietician and had worked for the Ohio Department of Education. She is survived by her husband, Loren.

James K. Kivlehen '49

James K. Kivlehen, 66, of Lubbock died March 9. He earned a bachelor's degree in journalism in 1949. Survivors include his wife, Floy.

Glenn Looney '65

Glenn Looney, 43, of Lubbock died March 21. He earned a bachelor's degree in political science in 1965. He was an administrator for a medical clinic in Los Angeles, Calif., where he

lived for 20 years before returning to Lubbock last year. Survivors include his parents, three sisters and a brother.

Minnie Lee McMurry '38

Minnie Lee McMurry, 85, of Lubbock died April 1. She received a bachelor's degree in education in 1938. She taught school and was a private tutor for a number of years. Her survivors include several cousins.

Carl A. Moosberg '37

Carl A. Moosberg, 84, of Duncan, Okla., died March 27. He earned a bachelor's degree in agronomy in 1937. He had been a cotton breeder in Texas, Arkansas and Arizona. He is survived by his wife, Pearlie; three daughters and six grand children.

Ruth Livermore Norton '52

Ruth Livermore Norton, 83, of Lubbock died April 1. She received a master's degree in 1952. She taught school in Lubbock for 10 years. She is survived by two sons and six grandchildren.

Audean Alcorn Nowell '51

Audean Alcorn Nowell, 80, of Lubbock died March 26. She received a master's degree in education in 1951 and had been a teacher. Her survivors include a daughter and one grandchild.

O.L. "Bill" Quarles '40

O.L. "Bill" Quarles, 72, of Lovington,

N.M., died April 14. He attended Tech and majored in animal production. He is survived by his wife, **Thelma** '40; one son, one daughter and three grandchildren.

James Roberson, Faculty

James Alfred Roberson, 75, of Abilene died April 15. He was an associate professor of education from 1975 until his retirement in 1982. He is survived by his wife, Artis; two sons and a grandson.

William "W.R." Sewell '31

W.R. Sewell, 81, of Slaton died March 30. He earned a bachelor's degree in business administration in 1931 and was a member of Tech's first cheerleading squad and tennis team. He is survived by two sons, one daughter and seven grandchildren.

Jack Stansell '40

Jack Stansell, 71, of Floydada died April 2. He received a bachelor's degree in animal production in 1940. He was a retired farmer and cattleman. He is survived by his wife, Emogene; two daughters and four grandchildren.

Dr. Morris F. Stubbs, Faculty

Dr. Morris F. Stubbs, 91, of Albuquerque, N.M., died March 22. He taught chemistry for three years at Tech. He is survived by his wife, Fidella; a daughter, a stepson, a stepdaughter, nine grandchildren and two great-grandchildren.

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There are endless ways you can help Texas Tech University through your contribution to the Ex-Students Association. Call the office at (806) 742-3641 or write us at Box 4009, Lubbock, TX 79409, and we'll be glad to work something out just for you.



Dual-ability people maximize time, efforts and interests

BY MARSHA GUSTAFSON
EDITOR

There is a group of people who absolutely fascinate me. They are professionals in every sense of the word, doing an exceptional job of what it is they do. That isn't what fascinates me. These people do something else, sometimes related, and in some cases totally UNrelated to their "real" jobs. I call them "dual-ability people," and I say it with respect.

In this day and age, with competition for jobs so hot and job descriptions written so precisely that only one person, maybe two, could possibly qualify, how is it that some people can be great at their "day job" but also outstanding at their "other job?" Two careers or ventures and both successful.

Take, for instance, my respected friend Preston Lewis who is head of the Health Sciences Center office of news and publications. He is an intelligent and professional public relations man. At night, he turns on his computer and changes hats to become a western writer with four books published and several more under contract. Another example is my former boss and vice president of public relations at our mutual alma mater The University of Alabama. Robert Inman gave up university work to become a TV newscaster in North Carolina. This gave him time to do what he REALLY wants to do — write novels. His first, "Home Fires Burning," was even picked up by network television and made into a movie.

There are others. Darren Welch is an extremely talented musician based in Lubbock. When the band isn't traveling, he cuts and styles hair at the Bijou. Another musician, Andy Wilkinson, combines work in the financial services industry with singing and writing his own music. Local businessman Jim Ratliff is a successful independent investor/renowned gourmet cook. His dinners are often auctioned for charity fund raisers. Just Saturday I learned that my hairdresser, Ricky, makes thousands of dollars on the side designing wedding and pageant dresses!

Even my husband, Bill, is a dual ability man. In real life, he is Dr. Gustafson, professor. After class, he turns into a Texas version of Norm Abram, "master CAHpenter." Our garage is a mini-Builders Square full of attractive Southwest-style furniture in various stages of done. I suppose his is like many people's "other careers," in that it started out as a hobby and grew from there. Likewise, Russ Pate of Dallas, an individual whose friendship I value highly, took an established journalism career with *Adweek* magazine and reshaped and refined it so he could do things with the more creative side of his writing ability — like become a successful freelancer, author and even novelist.

During last year's Cowboy Symposium here at Tech, I saw further evidence of the dual-ability person. Baxter Black, cowboy poet, began life as a veterinarian! Numerous professional poets, singers and storytellers were ranchers, working cowboys and even western clothing salesmen. Gene Hemmle is a dual man. I had associated him merely with music, as Tech's respected director and namesake of the Hemmle Recital Hall. I soon learned that he is equally regarded as an artist.

A pattern is emerging as I write this column. The business of making money may keep a person in an office or a classroom or a routine. As a way of escape from the "job," the creative side of the individual comes forth — whether that be in designing gowns, food or furniture, or creating music, poetry or paintings.

In some cases, it takes the "day job" to support the "other job" until one eventually wins out over the other. In other cases, the creative venture keeps the individual sane in order to conduct his/her "other job." In still other situations, people just have many abilities and develop more than one occupation or outlet to do the things they love most.

Whatever the reason or cause, I find these dual ability individuals interesting and talented and I am envious of them. They have managed their lives to accommodate something besides their work — to do something they love. At a time in our culture when making money is so important, I look at the people I've mentioned above and realize that without exception none of them conducts their second career for the money. The money is secondary to the enjoyment and the opportunity it gives them to share their ability with others. None of them has asked me for it, but they have my respect and admiration.



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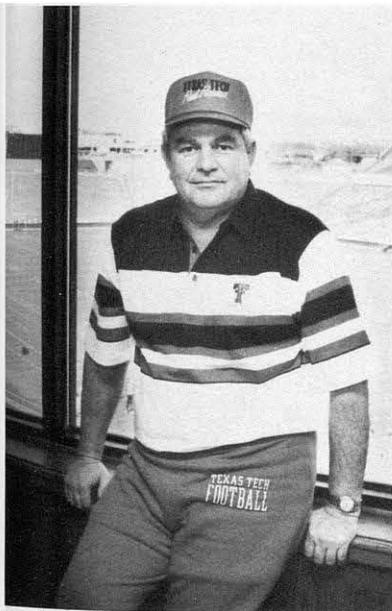
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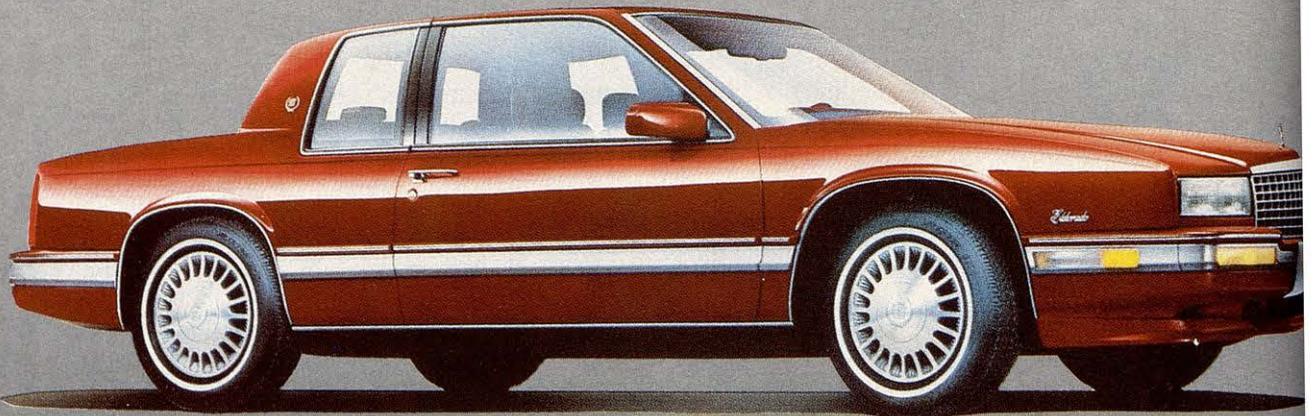
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